

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 22, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

AUDIENCES

RANK	PROGRAM	% U.S.	NO. (000)
1	MISS USA BEAUTY PAGEANT(S)	24.4	20,330
2	MOTOWN 25 YEARS(S)	22.8	18,990
3	HOLLYWOOD PVT. HOME MOV.(S)	20.7	17,240
4	ALICE	19.6	16,330
5	COUNTRY MUSIC AWARDS(S)	19.2	15,990
6	A TEAM	19.0	15,830
6	MAGNUM, P.I.	19.0	15,830
8	HART TO HART	18.8	15,660
9	LOVE BOAT	18.7	15,580
10	60 MINUTES	18.1	15,080
11	JEFFERSONS	17.7	14,740
12	TRAPPER JOHN, M.D.	17.4	14,490
13	ABC MOVIE SPECIAL(S)	17.3	14,410
13	THREE'S COMPANY	17.3	14,410
15	THAT'S INCREDIBLE#	17.1	14,240
16	ABC MONDAY NIGHT MOVIE	17.0	14,160
16	FALL GUY	17.0	14,160
16	NBC SUNDAY NIGHT MOVIE	17.0	14,160
19	9 TO 5	16.9	14,080
20	HILL STREET BLUES	16.8	13,990
20	PARADE OF THE STARS(S)	16.8	13,990

TOTAL PERSONS (2+)

AUDIENCES

RANK	PROGRAM	% U.S.	NO. (000)
1	MOTOWN 25 YEARS(S)	17.2	37,440
2	MISS USA BEAUTY PAGEANT(S)	15.5	33,870
3	IT'S AN ADVENTURE C.BROWN(S)	14.5	31,570
4	HOLLYWOOD PVT. HOME MOV.(S)	14.3	31,270
5	A TEAM	14.3	31,190
6	COUNTRY MUSIC AWARDS(S)	13.4	29,230
7	LOVE BOAT	12.7	27,640
8	ALICE	12.4	27,040
9	MAGNUM, P.I.	12.3	26,900
10	THAT'S INCREDIBLE#	12.1	26,430
11	FALL GUY	12.0	26,210
12	KNIGHT RIDER	11.6	25,400
13	NBC SUNDAY NIGHT MOVIE	11.6	25,390
14	HART TO HART	11.4	24,920
14	JEFFERSONS	11.4	24,920
16	SILVER SPOONS#	11.3	24,630
17	GUINNESS BK-WORLD RECORDS(S)	11.3	24,560
18	THREE'S COMPANY	10.8	23,650
19	9 TO 5	10.7	23,340
20	TRAPPER JOHN, M.D.	10.6	23,100
21	M*A*S*H	10.6	23,080

WOMEN (18+)

AUDIENCES

RANK	PROGRAM	% U.S.	NO. (000)
1	MISS USA BEAUTY PAGEANT(S)	21.3	18,370
2	MOTOWN 25 YEARS(S)	21.1	18,260
3	COUNTRY MUSIC AWARDS(S)	17.2	14,810
4	HOLLYWOOD PVT. HOME MOV.(S)	15.9	13,700
5	HART TO HART	15.6	13,460
6	TRAPPER JOHN, M.D.	14.9	12,830
7	ALICE	14.7	12,710
8	MAGNUM, P.I.	14.2	12,240
9	A TEAM	13.9	12,020
10	60 MINUTES	13.7	11,850
11	PARADE OF THE STARS(S)	13.7	11,830
12	ABC MONDAY NIGHT MOVIE	13.4	11,560
13	LOVE BOAT	13.3	11,490
14	JEFFERSONS	13.2	11,410
15	ABC MOVIE SPECIAL(S)	13.2	11,380
16	THAT'S INCREDIBLE#	13.1	11,280
17	NBC SUNDAY NIGHT MOVIE	12.8	11,080
17	9 TO 5	12.8	11,080
19	LOVE, SEX...AND MARRIAGE(S)	12.8	11,050
20	ONE DAY AT A TIME	12.7	10,970
21	FALL GUY	12.7	10,950
22	CBS WEDNESDAY NIGHT MOVIE#	12.5	10,830

MEN (18+)

AUDIENCES

RANK	PROGRAM	% U.S.	NO. (000)
1	HOLLYWOOD PVT. HOME MOV.(S)	14.7	11,460
2	COUNTRY MUSIC AWARDS(S)	14.3	11,130
3	MOTOWN 25 YEARS(S)	14.2	11,060
4	ABC SUNDAY NIGHT MOVIE#	14.1	10,950
5	A TEAM	13.8	10,720
6	MISS USA BEAUTY PAGEANT(S)	13.3	10,320
7	MAGNUM, P.I.	12.9	10,030
8	60 MINUTES	12.7	9,890
9	NBC SUNDAY NIGHT MOVIE	12.6	9,830
10	ABC MOVIE SPECIAL(S)	12.4	9,630
11	HILL STREET BLUES	12.2	9,460
12	GUINNESS BK-WORLD RECORDS(S)	11.9	9,290
13	ABC MONDAY NIGHT MOVIE	11.8	9,210
14	HART TO HART	11.3	8,750
15	PARADE OF THE STARS(S)	10.8	8,430
16	ALICE	10.7	8,310
17	FALL GUY	10.7	8,290
18	REMINGTON STEELE	10.6	8,260
19	THAT'S INCREDIBLE#	10.3	8,040
20	KNIGHT RIDER	10.1	7,870
21	LOVE BOAT	9.9	7,690
22	LOVE, SEX...AND MARRIAGE(S)	9.8	7,600
23	CBS SAT. NIGHT MOVIE	9.8	7,590

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 22, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MOTOWN 25 YEARS(S)	25.1	13,590
2	MISS USA BEAUTY PAGEANT(S)	17.9	9,680
3	HART TO HART	17.7	9,600
4	HOLLYWOOD PVT. HOME MOV.(S)	14.8	7,990
5	HILL STREET BLUES	14.5	7,870
6	COUNTRY MUSIC AWARDS(S)	14.3	7,730
7	LOVE, SEX...AND MARRIAGE(S)	14.1	7,640
8	9 TO 5	13.9	7,510
9	A TEAM	13.6	7,350
10	MAGNUM, P.I.	13.6	7,340
11	TRAPPER JOHN, M.D.	13.4	7,240
12	NBC SUNDAY NIGHT MOVIE	13.3	7,200
13	CHEERS	13.1	7,110
14	ONE DAY AT A TIME	13.0	7,050
15	M*A*S*H	13.0	7,020
16	FALL GUY	12.6	6,840
17	GUINNESS BK-WORLD RECORDS(S)	12.5	6,780
18	IT'S AN ADVENTURE C.BROWN(S)	12.3	6,680
18	THREE'S COMPANY	12.3	6,680
20	REMINGTON STEELE	12.1	6,560
21	GIMME A BREAK	12.1	6,550
22	ALICE	12.1	6,530

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS USA BEAUTY PAGEANT(S)	29.3	7,780
2	PARADE OF THE STARS(S)	25.4	6,740
3	60 MINUTES	24.0	6,370
4	COUNTRY MUSIC AWARDS(S)	21.5	5,710
5	ALICE	19.7	5,220
6	COUNTRY COMES HOME(S)	18.8	4,990
6	JEFFERSONS	18.8	4,990
8	NEWHART	18.7	4,970
9	HOLLYWOOD PVT. HOME MOV.(S)	18.4	4,870
10	TRAPPER JOHN, M.D.	18.3	4,860
11	ARCHIE BUNKER'S PLACE	18.0	4,770
12	THAT'S INCREDIBLE#	17.5	4,650
13	MAGNUM, P.I.	17.0	4,500
14	CBS EVENING NEWS-RATHER	16.9	4,480
15	LOVE BOAT	16.7	4,420
16	ABC MONDAY NIGHT MOVIE	16.6	4,390
16	DALLAS	16.6	4,390
18	REAL PEOPLE	16.3	4,330
19	CBS WEDNESDAY NIGHT MOVIE#	15.8	4,190
20	FALCON CREST	15.2	4,040

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MOTOWN 25 YEARS(S)	17.1	8,920
2	HOLLYWOOD PVT. HOME MOV.(S)	15.5	8,120
3	HILL STREET BLUES	14.3	7,480
4	ABC SUNDAY NIGHT MOVIE#	14.3	7,470
5	A TEAM	13.8	7,200
6	NBC SUNDAY NIGHT MOVIE	13.0	6,780
7	GUINNESS BK-WORLD RECORDS(S)	12.6	6,560
8	ABC MOVIE SPECIAL(S)	12.3	6,410
9	MAGNUM, P.I.	12.1	6,330
10	HART TO HART	11.4	5,960
11	COUNTRY MUSIC AWARDS(S)	11.4	5,930
12	ABC MONDAY NIGHT MOVIE	10.9	5,680
13	NBA PLAYOFF GAME-1#	10.5	5,490
14	MISS USA BEAUTY PAGEANT(S)	10.5	5,470
15	REMINGTON STEELE	10.3	5,380
16	DISNEY-GREATEST VILLAINS(S)	10.1	5,300
17	KNIGHT RIDER	10.1	5,270
17	NBA CHAMPIONSHIP GAME 1(S)	10.1	5,270
17	RIPLEY'S BELIEVE IT-NOT	10.1	5,270
20	FALL GUY	9.5	4,950
21	LOVE, SEX...AND MARRIAGE(S)	9.5	4,940
22	ALICE	9.4	4,920
23	THAT'S INCREDIBLE#	9.4	4,890
24	M*A*S*H	9.3	4,880

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	23.4	4,740
2	PARADE OF THE STARS(S)	19.8	4,020
3	COUNTRY MUSIC AWARDS(S)	19.3	3,920
4	MISS USA BEAUTY PAGEANT(S)	17.7	3,580
5	MAGNUM, P.I.	15.5	3,150
6	ARCHIE BUNKER'S PLACE	15.3	3,100
7	ABC MONDAY NIGHT MOVIE	15.1	3,070
8	ABC MOVIE SPECIAL(S)	14.7	2,970
9	CBS EVENING NEWS-RATHER	14.4	2,920
10	NEWHART	14.3	2,900
11	A TEAM	14.2	2,880
12	ABC SUNDAY NIGHT MOVIE#	14.2	2,870
12	HOLLYWOOD PVT. HOME MOV.(S)	14.2	2,870
14	FALL GUY	14.1	2,860
14	THAT'S INCREDIBLE#	14.1	2,860
16	COUNTRY COMES HOME(S)	13.8	2,800
17	ALICE	13.4	2,720
18	T.J. HOOKER	13.3	2,700
19	JEFFERSONS	12.8	2,600
20	DALLAS	12.3	2,490
21	CBS SAT. NEWS-SCHIEFFER	12.1	2,460

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK # DAY		START TIME		DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
•EVENING																																				
A TEAM															1970	705	259	758	266	464	430	356	244	678	258	455	382	325	183	235	62^	299	197			
1 TUE. 8.00P 60 NBC A 13 206 198															B 19.9	30	1658	1998	641	251	704	228	426	396	362	226	717	269	477	408	348	202	256	90	321	223
2 TUE. 8.38P 52																																				
8.00 - 8.30															A 17.5	32	1458	1974	739	264	791	260	487	442	379	260	698	242	442	355	342	215	187	46^	298	195
8.30 - 9.00															A 18.9	32	1574	1978	709	240	756	255	469	437	364	240	692	251	457	396	338	194	226	52^	304	199
9.00 - 9.30															A 20.8	33	1733	1938	672	287	730	281	434	403	325	236	630	281	461	386	291	130^	282	86^	296	195
ABC FRIDAY NIGHT MOVIE 5 197 194															A 13.5	24	1125	1974	694	263	762	332	547	476	341	181	583	257	417	385	294	125	237	101^	392	317
FRI. 9.00P 120 ABC FF 99 97															B 12.6	22	1050	1921	718	285	791	319	549	485	374	197	611	235	427	401	313	142	235	110	284	224
9.00 - 9.30															A 11.8	20	983	2060	696	252	770	319	519	456	336	218	593	268	443	393	290	113^	250	106^	447	360
9.30 - 10.00															A 12.5	21	1041	2005	695	268	764	319	541	481	350	183	561	245	401	379	284	114^	247	105^	433	364
10.00 - 10.30															A 14.7	26	1225	1944	684	263	744	336	552	474	328	163	589	255	416	397	307	124	230	100	381	307
10.30 - 11.00															A 15.2	28	1266	1883	691	265	760	340	561	482	345	167	589	262	412	369	289	139	218	95^	316	252
ABC MONDAY NIGHT MOVIE 14 200 203															A 17.0	26	1416	1576	759	290	816	240	427	415	417	308	650	231	401	339	309	217	58^	43^	52^	31^
1 MON. 9.00P 120 ABC FF 98 99															B 18.0	27	1499	1619	756	287	814	285	473	441	390	268	594	223	366	335	277	186	124	70	87	58
2 MON. 8.00P 171																																				
8.00 - 8.30															A 16.2	27	1349	1635	722	267	785	168^	337	394	435	354	705	213	432	353	373	262	41v	17v	104^	65^
8.30 - 9.00															A 16.3	26	1358	1586	724	240	771	133^	306	376	457	360	698	222	409	330	354	270	56^	21v	61^	42v
9.00 - 9.30															A 16.7	25	1391	1593	757	278	804	239	422	409	405	301	653	220	404	341	321	215	76^	61^	60^	30^
9.30 - 10.00															A 17.3	25	1441	1575	771	282	827	247	447	421	423	299	639	231	390	324	296	216	67^	57^	42^	18v
10.00 - 10.30															A 17.4	27	1449	1569	778	319	838	275	468	427	414	300	643	251	403	350	287	201	46^	35^	42^	29^
10.30 - 11.00															A 17.3	28	1441	1542	783	328	850	285	489	436	409	298	618	245	390	343	273	186	45^	42^	29^	20v
ABC MOVIE SPECIAL(S) 200															A 17.3	28	1441	1566	729	292	789	257	448	442	418	258	669	283	445	329	311	207	54^	13v	54^	31^
2 WED. 9.00P 120 ABC FF 98															A 15.7	25	1308	1742	797	327	836	294	468	455	411	277	711	298	483	394	331	207	65^	20v	130^	78^
9.00 - 9.30															A 16.7	26	1391	1665	795	323	843	298	483	458	426	270	682	289	457	341	313	205	82^	22v	58^	38^
9.30 - 10.00															A 18.4	29	1533	1487	670	267	754	240	435	432	410	241	665	290	443	317	303	207	48^	9v	20v	7^
10.00 - 10.30															A 18.3	31	1524	1400	672	258	738	206	415	425	424	248	619	256	399	274	291	206	24v	LT	19v	7^
10.30 - 11.00																																				
ABC NEWSBRIEF-M-F 155 187 186															A 14.5	23	1208	1753	764	275	829	316	528	482	392	235	622	244	414	347	296	177	155	67	147	101^
1 MON. 9.54P 2 ABC N 95 94															B 16.2	25	1349	1694	714	280	776	289	484	433	361	236	588	224	380	342	279	166	168	82	162	115
1 TU&TH 9.58P 1																																				
1 WED. 9.56P 3																																				
1 FRI. 10.01P 2																																				
2 MON. 9.53P 2																																				
2 TUE. 10.08P 1																																				
2 W & F 9.55P 2																																				
2 THU. 9.58P 1																																				
ABC NEWSBRIEF-SAT. 31 192 193															A 17.6	31	1466	1784	629	257	733	241	420	390	334	271	481	171	308	275	246	140	306	159	264	201^
1 SAT. 9.58P 1 ABC N 96 96															B 19.4	32	1616	1805	750	303	826	276	469	430	377	303	567	211	343	316	251	188	200	111	212	157^
2 SAT. 9.55P 1																																				
ABC NEWSBRIEF-SUN. 32 192 191															A 15.8	25	1316	1672	742	261	818	206	400	385	403	368	711	209	402	361	353	271	70^	22v	73^	50^
1 SUN. 9.57P 1 ABC N 96 95															B 17.1	26	1424	1803	697	306	753	297	506	456	368	196	759	305	532	485	375	173	169	71	122	82^
2 SUN. 10.05P 1																																				
ABC SPORTS UPDATE-SAT 32 196 194															A 13.5	25	1125	1607	698	233	786	223	374	353	344	364	573	151	290	252	307	257	94^	36^	154	101^
1 SAT. 8.32P 2 ABC SN 97 97															B 16.2	27	1349	1779	714	277	785	226	420	395	386	312	648	209	379	358	323	226	142	61	204	138^
2 SAT. 8.37P 1																																				
ABC SPORTS UPDATE-SUN 30 197 197															A 18.1	30	1508	1825	724	284	770	264	491	453	386	237	674	252	468	427	347	168	181	101	200	146^
1 SUN. 8.32P 1 ABC SN 98 98															B 15.3	23	1274	1908	685	300	758	284	485	438	363	226	734	277	505	462	381	177	189	71	227	152^
2 SUN. 8.34P 1																																				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																										
DUKES OF HAZZARD-CONT'D																										
		8.00 - 8.30						A	12.3	25	1025	1926	648 210	730 220	349 298	272 333			491 208	262 181	165 206			201 79^	504 275	
		8.30 - 9.00						A	14.1	26	1175	2054	662 194	733 230	367 322	279 321			526 212	277 207	191 224			204 79^	591 314	
E.T. AND FRIENDS(S)																										
2	WED.	8.00P	60	CBS	SF	201		A	11.9	21	991	1879	666 232^	711 314	472 453	331 203^			368 182^	256 256	169^101^			338 205^	462 321	
		8.00 - 8.30				95		A	12.4	22	1033	1816	648 210^	690 292	445 425	322 218^			363 178^	256 258	163^ 96^			342 222^	421 299	
		8.30 - 9.00						A	11.4	19	950	1932	684 253	728 332	495 483	340 187^			371 188^	255 249^	174^106^			329 186^	504 343	
FACTS OF LIFE																										
1	WED.	9.30P	30	NBC	CS	26	202 193	A	14.9	23	1241	1641	643 257	762 324	447 324	244 283			450 237	294 216	149 135			231 143	198 144	
2	WED.	9.00P	30			98 97		B	17.2	26	1433	1738	716 281	808 300	467 400	318 290			474 182	287 245	199 153			251 159	205 144	
FALCON CREST																										
	FRI.	10.00P	60	CBS	GD	2	196 202	A	11.0	20	916	1584	801 272	893 210	367 355	384 440			467 151	241 189	183 218			129^ 77^	95^ 39^	
		10.00 - 10.30				99 99		B	11.0	20	916	1584	801 272	893 210	367 355	384 440			467 151	241 189	183 218			129 77	95 39	
		10.30 - 11.00						A	11.1	20	925	1595	792 259	882 203	359 344	378 440			483 159	249 188	190 226			125^ 80^	105^ 41^	
								A	11.0	20	916	1546	801 283	892 213	368 357	382 439			448 142	229 184	173 210			126^ 70^	80^ 35^	
FALL GUY																										
1	WED.	8.00P	120	ABC	A	5	200 204	A	17.0	29	1416	1851	710 240	774 318	483 425	319 234			585 203	350 313	276 202			204 69^	288 161	
2	WED.	8.00P	60			99 99		B	17.8	29	1483	1874	677 261	746 296	467 420	324 219			608 236	383 337	274 190			193 66	327 196	
		8.00 - 8.30						A	14.6	26	1216	1860	711 235	790 297	444 409	335 266			575 214	342 305	264 203			187 62^	308 171	
		8.30 - 9.00						A	17.0	29	1416	1899	696 233	756 297	460 399	319 241			599 215	354 329	279 211			205 78^	339 199	
		9.00 - 9.30						A	19.4	31	1616	1820	701 250	753 360	518 440	278 195			577 191	364 313	279 180			203 70^	287 154	
FAME																										
		9.30 - 10.00						A	19.9	31	1658	1738	726 248	782 337	537 472	327 207			565 174	327 289	278 200			225 63^	166 81^	
THU.	8.00P	60	NBC	GD		30	204 205	A	10.7	19	891	2019	666 310	793 343	549 442	365 198			452 200	323 250	208 101^			417 231	357 244	
		8.00 - 8.30				99 99		B	13.1	21	1091	1999	699 295	790 364	554 444	310 194			538 252	394 332	232 110			302 186	369 253	
		8.30 - 9.00						A	10.2	19	850	1959	673 316	795 317	533 441	382 211			447 182	310 237	218 110^			375 218	342 237	
								A	11.1	19	925	2076	663 300	798 368	571 451	353 185			453 214	332 262	197 89^			454 243	371 253	
FAME SPECIAL(S)																										
2	FRI.	10.00P	60	NBC	GD	199		A	11.8	22	983	1629	609 376	814 391	580 379	319 212^			525 209^	363 252	267 126^			185^ 84^	105^ 86^	
		10.00 - 10.30				99		A	12.2	22	1016	1594	604 349	781 360	539 371	314 222^			511 201^	354 255	263 126^			181^ 82^	121^ 98^	
		10.30 - 11.00						A	11.4	22	950	1651	614 401	844 420	619 390	325 198^			532 217^	372 246^	269 121^			188^ 86^	87^ 70^	
FAMILY TIES																										
1	MON.	8.30P	30	NBC	CS	6	206	A	11.8	19	983	1798	757 324	795 304	511 406	345 263			516 252	338 214^	192^149^			232^ 65^	255 165^	
						98		B	13.9	21	1158	1840	652 284	762 296	493 414	341 237			440 188	300 259	193 118			346 188	292 189	
FANTASY ISLAND																										
1	SAT.	10.00P	60	ABC	A	23	206	A	16.0	30	1333	1689	741 277	753 280	451 436	307 263			459 126^	297 287	274 130^			263 168^	214 158^	
		10.00 - 10.30				99		B	16.7	30	1391	1743	725 307	798 301	500 453	370 241			540 216	350 319	237 155			224 123	181 139	
		10.30 - 11.00						A	15.9	29	1324	1650	711 279	724 264	424 401	297 267			461 121^	301 289	282 129^			253 172^	212 163^	
								A	16.2	31	1349	1710	762 272	775 292	472 468	317 259			450 128^	289 284	264 127^			272 163^	213 153^	
GIMME A BREAK																										
THU.	9.00P	30	NBC	CS		18	200 198	A	12.7	21	1058	1854	702 279	858 454	619 458	302 208			486 225	356 284	213 98^			286 164	224 137	
						99 99		B	14.5	22	1208	1856	708 282	798 345	531 444	322 222			529 230	384 316	232 115			257 145	272 185	
GUINNESS BK-WORLD RECORDS(S)																										
1	SUN.	8.00P	60	ABC	U	200		A	15.6	26	1299	1891	695 313	726 254	522 496	397 158^			714 242	505 486	380 166^			175^ 91^	276 211	
		8.00 - 8.30				99		A	15.2	26	1266	1918	713 306	744 268	525 502	393 167^			723 284	520 474	345 163^			183^ 89^	268 214	
		8.30 - 9.00						A	15.9	26	1324	1866	684 321	713 241	520 489	403 153^			705 199	488 496	414 170^			165^ 94^	283 207	
HAPPY DAYS																										
1	TUE.	8.00P	30	ABC	CS	29	200	A	11.5	21	958	1826	720 382	842 383	555 456	309 256			380 102^	237^217^	214^134^			225^112^	379 279	
						99		B	16.8	26	1399	1880	685 293	760 343	519 414	297 201			478 222	331 277	196 111			278 158	364 242	

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																														
HART TO HART					25	203	200	A	18.8	32	1566	1591	754	308	861	368	614	504	386	194	559	198	380	319	283	151	105	83	66^	44^
1	TUE.	10.00P	60	ABC PD	99	97	B	19.0	32	1583	1601	739	307	811	325	545	476	379	211	568	234	380	335	256	145	134	81	88	49	
2	TUE.	10.10P	60				A	18.0	30	1499	1570	739	305	849	370	612	493	376	190	530	188	367	309	272	138	97	87	94	64^	
		10.00 - 10.30					A	19.7	34	1641	1597	766	308	869	364	616	522	401	192	566	203	385	317	285	154	110	87	52^	31^	
		10.30 - 11.00					A	16.8	28	1399	1620	685	340	768	386	562	442	298	180	675	340	534	434	301	113	111	65^	66^	35^	
HILL	STREET	BLUES			32	211	213	B	18.4	31	1533	1685	697	326	753	332	546	485	349	163	737	361	570	486	325	130	137	56	58	33
	THU.	10.00P	60	NBC OP	99	99	A	16.5	27	1374	1637	699	345	785	402	579	450	298	183	662	336	524	422	288	113	117	68^	73^	40^	
		10.00 - 10.30					A	17.2	30	1433	1587	663	332	744	363	540	434	299	174	683	342	540	441	311	113	102	64^	58^	30^	
		10.30 - 11.00					A	20.7	36	1724	1814	746	304	797	276	465	425	374	283	664	278	470	392	313	167	183	100^	170	121^	
HOLLYWOOD PVT. HOME MOV.(S)						204		A	20.0	36	1666	1801	737	334	782	276	450	420	358	279	655	265	461	391	308	165	184	103^	180	135^
2	SUN.	8.00P	60	ABC U		99	A	21.5	37	1791	1812	748	272	801	274	473	426	382	282	669	290	475	391	316	167	183	98^	159	108^	
		8.00 - 8.30					A	13.6	24	1133	1711	648	189^	768	260	433	349	318	286	585	204^	392	347	275	149^	189^	76^	169^	131^	
		8.30 - 9.00					A	13.4	24	1116	1720	649	201^	764	267	446	358	313	270	618	215	425	375	298	145^	191^	76^	147^	113^	
I LOVE TV TEST(S)						202	A	13.9	24	1158	1680	642	174^	765	251	417	336	321	299	549	191^	356	318	252	151^	180^	74^	186^	146^	
2	THU.	8.00P	60	ABC U		99	A	5.8	14	483	1383	311^	106^	494^	269^	331^	178^	182^	163^	638	233^	367^	319^	316^	238^	141^	LT	110^	48^	
		8.00 - 8.30					A	5.3	12	441	1361	345^	89^	572	300^	406^	215^	233^	166^	606	237^	340^	282^	272^	242^	83^	LT	100^	39^	
		8.30 - 9.00					A	5.8	14	483	1383	311^	106^	494^	269^	331^	178^	182^	163^	638	233^	367^	319^	316^	238^	141^	LT	110^	48^	
INDY 500 TIME TRIALS(S)						181		A	5.8	14	483	1383	311^	106^	494^	269^	331^	178^	182^	163^	638	233^	367^	319^	316^	238^	141^	LT	110^	48^
2	SUN.	6.00P	60	ABC SE		92	A	5.3	12	441	1361	345^	89^	572	300^	406^	215^	233^	166^	606	237^	340^	282^	272^	242^	83^	LT	100^	39^	
		6.00 - 6.30					A	5.3	12	441	1361	345^	89^	572	300^	406^	215^	233^	166^	606	237^	340^	282^	272^	242^	83^	LT	100^	39^	

6.30 - 7.00						A 6.4 15 533	1362	277^118^	421^240^	265^145^	136^156^	647	225^	381^342^	343^226^	183^	LT	111v	51v
IT'S AN ADVENTURE C.BROWN(S)					201	A 16.7 27 1391	2270	622 233	690 322	481 361	281 180	418	256	331 259	132^ 57^	323	162^	839	456
2 MON. 8.00P 60 CBS EA					99														
8.00 - 8.30						A 16.0 27 1333	2221	626 224	691 313	478 375	291 187	410	246	317 255	131^ 62^	305	158^	815	435
8.30 - 9.00						A 17.4 28 1449	2308	615 240	685 325	480 346	272 173	422	265	342 259	130^ 50^	338	167^	863	475
J.DENVER&MUPPETS HOLIDAY(S)					207	A 12.6 23 1050	1775	695 244	761 300	456 389	298 275	369	151^	266 220^	172^ 81^	134^	77^	511	296
1 THU. 8.00P 60 ABC GV					99														
8.00 - 8.30						A 12.6 24 1050	1805	721 263	790 314	478 410	303 281	394	161^	287 244	184^ 85^	127^	62^	494	277
8.30 - 9.00						A 12.5 22 1041	1755	676 225^	737 289	439 373	292 269	346	142^	249 195^	160^ 79^	141^	92^	531	317
JEFFERSONS					29	A 17.7 28 1474	1691	706 271	774 238	384 363	318 338	501	171	284 253	215 178	212	114	204	142
1 SUN. 9.04P 30 CBS CS					99	B 19.5 29 1624	1677	747 299	824 247	408 384	352 359	551	183	292 273	240 212	147	79	155	105
2 SUN. 9.00P 30																			
JOANIE LOVES CHACHI					1	A 11.7 19 975	1695	654 210^	722 236^	393 356	320 288	425	190^	284 230^	171^117^	228^163^	320	193^	
2 TUE. 8.40P 30 ABC CS					99	B 11.7 19 975	1695	654 210	722 236	393 356	320 288	425	190	284 230	171 117	228 163	320	193	
KNIGHT RIDER					30	A 15.9 28 1324	1918	648 228	707 259	487 417	343 193	595	205	399 330	315 158	241	91^	375	268
1 FRI. 9.00P 120 NBC A					97	B 15.3 25 1274	2070	641 250	696 261	470 426	346 183	664	260	459 408	332 155	284	108	426	314
2 FRI. 9.00P 60																			
9.00 - 9.30						A 14.3 25 1191	1867	636 240	705 265	455 379	310 222	541	177	343 285	278 170	192	68^	429	287
9.30 - 10.00						A 15.9 27 1324	1920	639 239	716 274	491 419	332 198	570	203	370 296	288 169	239	95	395	274
10.00 - 10.30						A 17.7 31 1474	1948	645 205	683 237	495 427	357 169	637	212	442 381	356 141^	288	104^	340	272
10.30 - 11.00						A 17.7 32 1474	1917	670 220	703 243	523 456	388 155^	664	236	480 391	368 137^	273	106^	277	218
LAVERNE & SHIRLEY					29	A 11.1 18 925	1784	704 362	800 418	552 453	278 202^	376	139^	244^195^	189^114^	273	157^	335	265
1 TUE. 8.30P 30 ABC CS					99	B 17.1 26 1424	1852	678 299	755 344	524 420	302 191	461	209	320 271	195 107	303	175	333	229
LOVE BOAT					30	A 18.7 34 1558	1774	636 256	738 245	412 371	330 284	493	181	307 277	244 149	290	153	253	198
CONT'D																			

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								WOMEN		MEN		TEENS (12-17)		CHILDREN (2-11)																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17 FEM.	TOTAL 6-11			
EVENING CONT'D																														
LOVE BOAT-CONT'D																														
1	SAT.	9.00P	60	ABC	CS	99	99	B	20.3	34	1691	1800	759	296	838	271	466	421	384	318	544	195	321	295	241	187	197	107	221	162
2	SAT.	9.00P	120					A	16.7	30	1391	1792	668	252	747	229	398	371	339	306	468	144	265	253	249	165	316	171	261	207
		9.00 - 9.30						A	19.2	34	1599	1754	629	245	726	224	396	370	333	288	474	165	288	256	239	151	297	164	257	203
		9.30 - 10.00						A	20.3	37	1691	1836	603	265	740	284	452	376	311	254	551	230	369	320	257	143	283	131	262	211
		10.00 - 10.30						A	20.5	38	1708	1701	614	268	726	264	413	364	323	262	512	227	346	303	231	127	247	128	216	154
		10.30 - 11.00						A	16.7	28	1391	1500	753	236	795	309	551	468	377	222	546	201	355	281	264	171	101	87	58	45
LOVE, SEX...AND MARRIAGE(S)																														
1	WED.	10.00P	60	ABC	GV	99	99	A	17.7	29	1474	1507	733	209	778	296	534	463	372	220	556	212	370	291	264	169	112	98	61	46
		10.00 - 10.30						A	15.8	27	1316	1470	765	264	803	318	561	466	376	223	530	187	334	263	262	174	85	75	52	42
		10.30 - 11.00						A	12.4	21	1033	1788	770	324	870	320	465	361	325	373	481	188	274	195	209	166	185	126	252	171
LOVE, SIDNEY																														
1	MON.	8.00P	30	NBC	CS	98	98	B	13.0	21	1083	1808	700	275	810	289	449	364	329	327	443	166	271	229	201	143	239	145	316	207
2	MON.	8.00P	60					A	11.4	19	950	1808	796	307	869	298	455	358	336	389	490	177	273	198	226	174	171	104	278	182
		8.00 - 8.30						A	14.5	23	1208	1743	720	351	863	350	477	359	307	347	462	204	276	185	182	153	209	161	209	148
		8.30 - 9.00						A	19.0	33	1583	1699	707	308	773	278	463	379	340	284	632	243	399	341	284	199	128	62	166	108
MAGNUM, P.I.																														
1	THU.	8.00P	60	CBS	PD	99	99	B	22.3	35	1858	1763	722	270	781	229	416	397	388	305	631	208	365	338	307	226	168	64	183	119
2	THU.	8.00P	120					A	17.2	31	1433	1640	742	304	779	241	433	380	363	318	599	210	363	323	276	205	97	46	165	108
		8.00 - 8.30						A	19.4	34	1616	1666	743	318	782	273	460	383	337	299	612	232	378	319	266	200	113	47	159	101
		8.30 - 9.00						A	19.4	34	1616	1666	743	318	782	273	460	383	337	299	612	232	378	319	266	200	113	47	159	101
		9.00 - 9.30						A	19.9	32	1658	1750	636	301	743	299	483	372	327	238	682	287	449	376	304	194	159	76	166	115
		9.30 - 10.00						A	21.3	34	1774	1775	634	304	758	325	494	367	319	240	674	275	445	380	303	190	173	98	170	115
MAMA'S FAMILY																														
SAT.	9.00P	30	NBC	CS		94	95	B	11.4	20	950	1842	690	282	777	192	354	350	374	353	483	188	282	219	204	170	255	122	327	246
		9.00P	30	NBC	CS	94	95	B	14.1	23	1175	1811	715	273	791	217	405	377	364	333	534	179	303	277	252	190	200	113	286	204
M*A*S*H																														
MON.	9.00P	30	CBS	CS		99	99	B	15.8	24	1316	1799	709	308	803	347	547	426	308	231	527	274	380	310	194	111	266	119	203	136
		9.00P	30	CBS	CS	99	99	B	15.8	24	1316	1685	698	291	802	302	485	418	316	283	497	216	317	262	202	150	226	100	160	112
MISS USA BEAUTY PAGEANT(S)																														
1	THU.	9.00P	120	CBS	AC	99	99	A	24.4	39	2033	1666	827	279	903	278	477	395	379	383	509	155	270	247	237	177	155	92	99	76
		9.00 - 9.30						A	20.8	34	1733	1731	825	305	893	277	474	403	382	374	524	142	282	274	261	176	186	103	128	88
		9.30 - 10.00						A	24.3	39	2024	1733	824	291	890	281	481	390	375	375	530	157	291	267	259	175	180	104	133	98
		10.00 - 10.30						A	25.9	42	2157	1609	820	252	911	279	474	388	373	392	503	159	272	238	230	177	118	66	77	61
		10.30 - 11.00						A	26.6	44	2216	1605	840	272	920	279	480	401	382	387	477	154	234	215	207	177	143	95	65	59
MONITOR																														
SAT.	10.00P	60	NBC	DN		94	94	A	6.4	12	533	1544	693	299	725	174	356	401	445	290	594	199	347	335	310	194	142	92	83	38
		10.00 - 10.30						B	7.5	13	625	1509	699	270	739	188	368	375	393	305	593	164	327	331	323	213	107	61	70	46
		10.30 - 11.00						A	6.5	12	541	1525	700	296	729	167	344	380	446	309	600	209	353	343	313	196	110	58	86	41
		10.30 - 11.00						A	6.3	12	525	1543	684	304	715	181	366	416	438	269	580	184	333	318	305	194	171	125	77	35
MOTOWN 25 YEARS(S)																														
2	MON.	9.00P	120	NBC	GV	99	99	A	22.8	35	1899	1972	779	382	962	517	716	548	341	193	582	320	470	388	229	73	239	168	189	104
		9.00 - 9.30						A	21.7	33	1808	1993	768	404	925	466	652	516	337	224	558	285	449	367	245	71	261	190	249	135
		9.30 - 10.00						A	22.6	34	1883	1956	797	391	962	512	712	557	344	194	565	318	449	381	219	71	236	169	193	109
		10.00 - 10.30						A	24.1	37	2008	1992	786	383	986	546	749	556	340	181	574	321	469	388	217	70	259	170	173	93
		10.30 - 11.00						A	23.0	38	1916	1920	750	346	955	528	736	551	336	171	620	348	505	415	232	82</				

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK		START		DUR		PROG.		WK 1 WK 2		KEY	AVG. AUD. SHARE		TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
#	DAY	TIME	NET	TYPE	WK 1	WK 2	%	% (0,000)	TOTAL		18-34	18-49			25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																
ST. ELSEWHERE						22	199	199		A	11.3	20	941	1548	699	269	770	299	440	370	333	279	667	257	448	365	332	167	46^	14^	65^	26^
1 TUE. 10.00P 60 NBC GD						99	96		B	11.5	19	958	1518	704	279	772	280	474	422	352	249	619	249	432	395	297	144	88	38	39	21	
2 TUE. 10.30P 60									A	11.8	19	983	1557	731	265	742	242^	443	394	378	256	712	249	474	383	369	190^	32^	17	71^	35^	
10.00 - 10.30									A	11.0	19	916	1531	680	277	767	308	444	368	325	266	660	259	447	366	321	155	42^	14^	62^	27^	
10.30 - 11.00									A	11.6	22	966	1502	682	247^	769	327	407	340	284	314	610	246^	401	335	302	162^	68^	28^	55^	13^	
11.00 - 11.30																																
SILVER SPOONS						30	200		A	13.9	25	1158	2127	765	268	789	277	458	402	336	278	453	121^	268	213	240	147^	303	164^	582	478	
1 SAT. 8.30P 30 NBC CS						98			B	15.3	26	1274	2015	712	272	790	258	431	377	320	305	512	190	303	274	217	165	272	154	441	318	
SIMON & SIMON						27	199		A	14.7	26	1225	1719	715	271	827	270	506	430	407	280	585	200	356	320	278	194^	220	100^	87^	49^	
2 THU. 10.00P 60 CBS PD						99			B	20.7	32	1724	1662	715	263	771	232	432	417	396	273	607	201	364	336	307	203	162	64	122	78	
10.00 - 10.30									A	15.2	26	1266	1752	699	260	825	280	511	422	394	275	608	221	379	335	280	196	216	97^	103^	56^	
10.30 - 11.00									A	14.2	26	1183	1675	729	283	827	258	499	437	418	285	556	176^	330	305	276	189^	222	103^	70^	43^	
60 MINUTES						32	208	207	A	18.1	34	1508	1527	719	207	786	186	317	301	327	423	655	146	299	290	298	315	27^	16^	59^	32^	
1 SUN. 7.04P 60 CBS DN						99	99		B	24.8	40	2066	1607	736	270	784	177	334	338	368	388	690	180	344	344	349	290	60	26	73	46	
2 SUN. 7.00P 60									A	17.3	34	1441	1487	700	208	773	177	300	293	321	424	646	138	290	281	291	319	16^	8^	52^	28^	
7.00 - 7.30									A	18.9	35	1574	1553	735	206	798	192	332	310	334	422	663	154	306	298	301	312	32^	21^	60^	32^	
7.30 - 8.00																																
SMALL WORLD(S)						197			A	6.4	13	533	1482	557	264^	652	248^	377^	281^	238^	249^	470	125^	280^	239^	255^	154^	144^	73^	216^	165^	
2 SUN. 7.00P 60 NBC CE						95			A	5.9	12	491	1519	544	269^	668	240^	369^	285^	238^	275^	473^	104^	280^	253^	271^	167^	154^	81^	224^	165^	
7.00 - 7.30																																

7.30 - 8.00												A 6.8 13 566	1458 574 264^	644 255^	386^278^	239^232^				468 141^	283^228^	244^141^			135^ 65^		211^ 169^				
SQUARE PEGS						1	196					A 12.3 21 1025	1602 565 281	684 259	429 362	239 232^				473 225^	311 264	152^138^			271 164^		174^ 112^				
1 MON.	8.00P	30	CBS	CS		99						B 12.3 21 1025	1602 565 281	684 259	429 362	239 232				473 225	311 264	152 138			271 164		174 112				
T.J. HOOKER						30	202	198				A 13.1 25 1091	1669 704 259	789 247	395 365	335 342				594 170	307 277	309 247			113 44^		173 106^				
SAT.	8.00P	60	ABC	OP		99	99					B 15.3 26 1274	1773 721 276	795 217	417 401	398 321				641 203	367 345	318 234			135 57		202 136				
	8.00 - 8.30											A 12.2 24 1016	1690 726 259	801 264	411 360	323 341				594 176	308 271	296 247			110^ 44^		185 99^				
	8.30 - 9.00											A 14.1 26 1175	1626 675 254	769 231	377 365	340 338				587 164	304 277	314 245			111 43^		159 112				
TAXI						5	188					A 12.8 20 1066	1433 575 242	685 311	440 357	268 200^				446 232	317 278	194^ 79^			135^ 82^		167^ 120^				
2 WED.	9.30P	30	NBC	CS		95						B 13.7 21 1141	1580 623 266	702 274	427 394	308 226				545 228	364 303	251 145			202 114		131 77				
TEACHERS ONLY						13	185	189				A 7.7 14 641	1899 725 318	759 199	374 393	414 311				543 212	328 275	224 162^			311 168^		286 224				
SAT.	9.30P	30	NBC	CS		91	93					B 10.2 17 850	1711 715 285	788 214	405 366	359 338				515 168	284 262	236 189			201 112		207 148				
THAT'S INCREDIBLE						26	205					A 17.1 28 1424	1856 762 245	792 249	419 371	341 326				566 143^	343 306	287 203			187 86^		311 174				
1 MON.	8.00P	60	ABC	PV		99						B 18.2 27 1516	1794 658 242	707 223	400 379	342 256				651 224	400 369	314 207			182 63		254 172				
	8.00 - 8.30											A 15.7 27 1308	1857 749 249	785 252	397 349	318 340				544 147^	323 291	256 201			185 75^		343 191				
	8.30 - 9.00											A 18.6 30 1549	1837 767 240	792 245	436 386	358 314				575 138^	356 316	310 199			186 94^		284 159				
THREE'S COMPANY						27	204	204				A 17.3 27 1441	1641 654 240	732 312	465 394	296 229				428 190	286 226	181 115			240 133		241 172				
1 TUE.	9.00P	30	ABC	CS		99	99					B 20.8 31 1733	1790 685 280	754 303	487 417	329 217				518 212	348 298	229 135			261 138		257 184				
2 TUE.	9.10P	30																													
TOO CLOSE FOR COMFORT						28	206	204				A 12.4 20 1033	1651 751 297	814 308	504 406	345 274				535 175	347 321	273 157			109^ 43^		193 110^				
THU.	9.00P	30	ABC	CS		99	98					B 16.1 25 1341	1716 715 267	775 288	468 410	345 257				523 201	328 300	235 154			195 109		223 159				
TRAPPER JOHN, M.D.						27	199	200				A 17.4 30 1449	1594 793 351	884 307	499 408	349 334				507 222	327 273	185 151			133 63^		70^ 20^				
1 SUN.	10.04P	60	CBS	GD		99	99					B 18.6 31 1549	1556 769 313	858 269	455 411	389 346				532 193	315 286	238 177			110 64		56 34				
2 SUN.	10.00P	60																													
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11	
EVENING CONT'D																												
TRAPPER JOHN, M.D.-CONT'D																												
		10.00 - 10.30					A	17.1	29	1424	1617	794 352		883 309	494 410	345 334				503 225	324 265	178 152		139 68^	92 33^			
		10.30 - 11.00					A	17.7	31	1474	1579	802 355		894 315	514 414	355 333				508 222	330 282	186 148		127 57^	50^ 7^			
20/20																												
	THU.	10.00P	60	ABC DN	99	99	A	12.2	21	1016	1532	770 284		835 259	442 446	412 301				613 170	345 359	327 197		46^ 30^	38^ 19^			
		10.00 - 10.30					B	15.1	25	1258	1503	730 252		772 216	404 398	397 299				608 171	332 338	299 221		78 37	45 28			
		10.00 - 10.30					A	12.2	20	1016	1537	767 299		828 266	442 448	413 293				619 183	361 361	325 195		55^ 30^	35^ 13^			
		10.30 - 11.00					A	12.1	21	1008	1528	774 265		843 253	443 449	413 307				608 155	327 357	329 202		38^ 30^	39^ 24^			
WATERSHIP DOWN-PT.1(S)																												
	1 TUE.	8.00P	60	CBS EA	99	99	A	9.9	17	825	2156	694 321		756 327	463 371	220^269^				460 156^	294 328	219^132^		264^ 87^	676 448			
		8.00 - 8.30					A	9.0	16	750	2057	712 320		788 329	461 372	218^296^				473 156^	298^333	225^140^		208^ 62^	588 394			
		8.30 - 9.00					A	10.7	18	891	2249	684 324		731 329	468 371	218^247^				454 157^	294 326	218^128^		309 106^	755 499			
WATERSHIP DOWN-PT.2(S)																												
	1 WED.	8.00P	60	CBS EA	99	99	A	11.7	20	975	1822	682 307		718 308	472 398	262 200^				340 85^	191^199^	204^116^		223^ 66^	541 337			
		8.00 - 8.30					A	11.9	22	991	1719	678 289		706 302	455 383	249 208^				320 74^	169^184^	191^125^		212^ 68^	481 312			
		8.30 - 9.00					A	11.6	19	966	1901	677 321		721 308	481 405	272 192^				352 95^	211^211^	211^103^		232^ 65^	596 357			
WIZARDS & WARRIORS																												
	1 SAT.	8.00P	60	CBS A	99	99	A	8.3	15	691	1809	632 281^		691 239^	449 422	244^242^				597 166^	414 419	313^178^		171^ 35^	350 249^			
		8.00 - 8.30					B	9.9	17	825	2067	599 283		661 310	483 415	277 147				673 285	487 409	320 153		266 100	467 303			
		8.00 - 8.30					A	8.4	16	700	1813	621 256^		682 222^	426 402	241^256^				611 171^	410 410	303^201^		172^ 40^	348 241^			
		8.30 - 9.00					A	8.3	15	691	1767	630 304^		687 249^	459 431	244^228^				567 157^	410 419	317^148^		165^ 29^	348 256^			
*LATE FRINGE																												

ABC NEWS:NIGHTLINE																										
1 M-F		11.30P	60	ABC	N	96	A	5.0	16	417	1163	578 235	615 141^	318 335	347 237											
2 M-WTHF		11.30P	60				B	5.0	16	417	1170	546 198	582 128	283 295	329 243											
2 TUE.		11.40P	50																							
		11.30 - 12.00					A	6.1	17	508	1236	608 228	651 155	356 368	374 236											
		12.00 - 12.30					A	3.9	14	325	1077	543 248	581 129^	274 298	318 242											
ABC NEWS:NIGHTLINE-TUE(B)																										
2 TUE.		12.30A	11	ABC	N	92	A	3.1	13	258	965	423^225^	547^264^	264^263^	205^160^											
ABC WEEKEND REPORT-SAT.																										
SAT.		11.00P	15	ABC	N	89	A	5.9	12	491	1224	577 177^	585 221^	407 290	238^178^											
							B	5.5	11	458	1289	558 218	615 209	359 329	300 209											
ABC WEEKEND REPORT-SUN.																										
SUN.		11.00P	15	ABC	N	91	A	5.0	11	417	1055	488 118^	521 168^	254^271^	202^207^											
							B	4.5	11	375	1333	614 197	664 250	428 398	319 186											
CBS NEWS NIGHTWATCH-1																										
1 M-THSU		2.00A	30	CBS	N	72	A	1.6	18	133	LT	LT LT	LT LT	LT LT	LT LT											
2 M-WTHSU		2.00A	30				B	1.5	18	125	266	123 64	140 43	81 79	75 LT											
CBS NEWS NIGHTWATCH-2																										
1 M-THSU		2.30A	210	CBS	N	92	A	1.1	24	92	LT	LT LT	LT LT	LT LT	LT LT											
2 M-WTHSU		2.30A	210				B	1.1	25	92	LT	LT LT	LT LT	LT LT	LT LT											
2 TUE.		2.38A	202																							
		2.30 - 3.00					A	1.4	20	117	LT	LT LT	LT LT	LT LT	LT LT											
		3.00 - 3.30					A	1.3	24	108	LT	LT LT	LT LT	LT LT	LT LT											
		3.30 - 4.00					A	1.2	26	100	LT	LT LT	LT LT	LT LT	LT LT											
		4.00 - 4.30					A	1.1	28	92	LT	LT LT	LT LT	LT LT	LT LT											
		4.30 - 5.00					A	.9	26	75	LT	LT LT	LT LT	LT LT	LT LT											
		5.00 - 5.30					A	.9	26	75	LT	LT LT	LT LT	LT LT	LT LT											
		5.30 - 6.00					A	1.0	27	83	LT	LT LT	LT LT	LT LT	LT LT											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11															
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49 54			35-64	55+														
LATE FRINGE CONT'D																																								
NBA PLAYOFF GAME-WED(S)														186		A	5.3	23	441	1463	357	123	366	87	155	168	177	161	901	411	644	505	388	201	180	110	16	14		
2 WED. 11.30P 139 CBS SE														95		A	6.0	17	500	1540	479	232	527	193	279	295	234	199	857	356	604	434	391	221	120	71	36	26		
11.30 - 12.00																A	6.0	22	500	1516	326	88	326	61	125	130	156	167	930	443	673	532	377	190	226	117	34	34		
12.00 - 12.30																A	5.0	26	417	1590	362	87	362	62	127	137	170	181	890	402	617	495	390	201	338	233	LT	LT		
12.30 - 1.00																A	4.8	31	400	1258	243	73	243	38	90	104	137	101	893	418	636	529	377	191	122	85	LT	LT		
1.00 - 1.30																																								
NBA PLAYOFF GAME POST-WED(S)														185		A	2.3	21	192	974	177	LT	177	LT	LT	52	104	125	797	318	500	395	416	261	LT	LT	LT	LT		
2 WED. 1.49A 11 CBS SC														90																										
NBA PLAYOFF GAME-FRI(S)														181		A	6.6	25	550	1276	379	247	388	126	233	238	216	104	763	379	595	527	307	141	88	25	37	31		
2 FRI. 11.30P 156 CBS SE														94		A	7.6	19	633	1336	446	253	481	137	256	243	243	156	717	309	501	457	307	177	82	LT	56	56		
11.30 - 12.00																A	7.4	23	616	1193	420	278	420	156	245	223	217	133	685	312	510	484	301	146	59	LT	29	29		
12.00 - 12.30																A	6.7	25	558	1254	385	285	385	135	248	226	223	90	795	400	634	574	314	142	56	LT	18	18		
12.30 - 1.00																A	5.7	27	475	1333	316	213	316	82	202	252	213	64	829	462	693	597	300	116	154	84	34	34		
1.00 - 1.30																A	5.8	35	483	1308	311	210	311	90	204	249	199	62	813	444	674	553	302	118	136	65	48	19		
1.30 - 2.00																																								
NBC LATE NIGHT MOVIE														32	57	A	1.4	5	117	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
1 SUN. 11.30P 66 NBC FF														42	42	B	1.5	5	125	633	263	88	300	108	182	150	129	100	305	150	217	193	121	69	LT	LT	LT	LT		
2 SUN. 11.30P 65																																								
11.30 - 12.00																A	1.6	5	133	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
12.00 - 12.30																A	1.5	6	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
NBC NEWS OVERNIGHT-M-F														159	150	A	1.8	16	150	740	254	154	327	214	274	120	86	53	393	233	320	287	133	60	LT	LT	LT	LT	LT	LT
11 - 12 PM																																								
1 MON. 1.32A 29 NBC N														91	91	B	1.5	14	125	468	157	63	191	98	127	81	65	59	246	133	183	151	75	56	LT	LT	LT	LT		
1 TUE. 1.30A 28																																								
1 WED. 1.30A 33																																								
1 THU. 1.30A 31																																								
1 FRI. 2.00A 44																																								
2 MON. 1.30A 11																																								
2 TUE. 2.00A 31																																								
2 W & TH 1.30A 43																																								
2 FRI. 2.00A 9																																								
1.30 - 2.00																A	1.8	15	150	693	254	140	294	180	240	106	87	54	372	199	293	260	160	59	LT	LT	LT	LT		
2.00 - 2.30																A	1.8	16	150	853	287	200	340	240	273	113	53	67	506	332	406	366	74	100	LT	LT	LT	LT		
ONE ON ONE														20	145	A	1.6	8	133	1008	527	316	587	151	384	339	345	173	421	181	240	203	172	120	LT	LT	LT	LT		
1 M-F 12.30A 30 ABC N														80	79	B	1.5	7	125	709	341	186	376	89	229	213	225	124	333	139	202	186	143	89	LT	LT	LT	LT		
2 MWTHF 12.30A 30																																								
2 TUE. 12.41A 30																																								
SATURDAY NIGHT														30	202	A	7.4	21	616	1458	538	235	615	269	455	369	264	144	600	282	504	405	282	54	233	132	10	17		
1 SAT. 11.30P 81 NBC GV														98	99	B	7.3	22	608	1539	556	273	623	320	477	369	234	122	630	357	542	436	243	57	233	124	53	44		
2 SAT. 11.30P 80																																								
11.30 - 12.00																A	8.3	21	691	1463	569	233	635	285	453	374	258	166	585	265	465	393	281	66	230	125	13	17		
12.00 - 12.30																A	7.2	21	600	1515	553	250	624	286	475	373	262	132	632	311	544	413	281	52	246	154	13	17		
12.30 - 1.00																A	6.4	21	533	1388	479	224	572	209	420	351	290	133	596	274	523	419	293	41	220	107	LT	LT		
SCTV NETWORK														24	191	A	3.2	15	267	835	485	167	501	281	385	247	131	116	299	168	265	255	112	26	35	17	LT	LT		
FRI. 12.30A 90 NBC GV														98	98	B	3.2	15	267	1143	432	180	510	281	379	261	163	110	459	250	384	306	178	57	155	86	19	17		
12.30 - 1.00																A	4.2	16	350	920	572	198	575	246	405	296	214	170	306	123	237	246	143	60	39	17	LT	LT		
1.00 - 1.30																A	2.9	14	242	702	401	149	401	264	318	244	62	83	268	206	260	235	62	LT	33	17	LT	LT		
1.30 - 2.00																A	2.3	14	192	885	475	157	521	385	447	161	62	74	333	218	333	292	115	LT	31	17	LT	LT		

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. SHARE (0.000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL		18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
LATE FRINGE CONT'D																																	
TONIGHT SHOW																																	
1	MON.	11.32P	60	NBC	GV	159	206	207	A	7.1	23	591	1279	607	188	656	197	330	305	315	278	555	211	379	313	245	152	49^	22^	19^	8^		
1	TU-F	11.30P	60			99	99		B	6.7	22	558	1283	620	204	667	204	372	335	336	248	546	204	365	318	256	151	53	24	17	10		
2	MTWTF	11.30P	60																														
2	TUE.	12.00M	60																														
		11.30 - 12.00							A	8.1	23	675	1344	646	203	691	206	361	340	340	282	582	208	391	344	277	162	49^	19^	22^	9^		
		12.00 - 12.30							A	6.3	23	525	1192	559	166	611	193	296	260	278	270	526	214	366	285	207	145	40^	18^	15^	LT		
		12.30 - 1.00							A	6.2	28	516	1180	603	172^	659	143^	291^	299^	352^	329^	438^	173^	298^	202^	172^	108^	83^	52^	LT	LT		
WEEKDAY DAYTIME																																	
ABC DAYTIME NEWSBRIEF-M-F																																	
	M-F	1.57P	2	ABC	N	158	178	178	A	7.9	28	658	1246	840	190	916	446	701	531	380	182	202	106	138	97	67^	55^	55^	35^	73^	18^		
						94	94		B	8.3	28	691	1283	822	226	922	444	678	506	379	197	217	113	150	102	73	58	65	47	79	26		
ABC WORLD NEWS-MORN-645A																																	
	M-F	6.45A	15	ABC	N	90	151	151	A	2.0	16	167	1467	658	198^	676	245^	389	455	373	184^	371	84^	245^	222^	239^	120^	366	191^	54^	54^		
						88	88		B	2.0	16	167	950	459	204	467	161	263	267	226	161	285	67	138	149	171	120	122	51	76	55		
ALL MY CHILDREN																																	
	M-F	1.00P	60	ABC	DD	159	202	202	A	8.6	31	716	1236	807	192	875	425	661	498	367	176	204	111	138	94	64^	56^	69^	44^	88	24^		
		1.00 - 1.30				99	99		B	9.3	31	775	1285	818	224	917	446	676	499	370	195	214	110	145	102	71	59	67	47	87	29		
		1.30 - 2.00							A	8.1	30	675	1234	799	195	865	422	646	484	363	180	207	112	138	94	65^	58^	75^	52^	87^	25^		
									A	9.0	32	750	1232	819	188	890	431	682	515	373	172	196	106	133	92	62^	53^	59^	34^	87	20^		
ANOTHER WORLD																																	
	M-F	2.00P	60	NBC	DD	159	204	204	A	4.9	19	408	1105	822	166	910	268	435	383	380	435	137^	49^	76^	43^	66^	59^	26^	13^	32^	LT		
						99	99		B	4.9	18	408	1209	824	163	901	284	440	392	385	404	197	75	104	68	66	87	44	28	67	24		

2.00 - 2.30		A	5.0	19	417	1072	806	170	890	259	429	380	377	422	128	37	74	51	73	54	22	12	32	LT
2.30 - 3.00		A	4.8	19	400	1103	836	157	923	275	437	383	381	445	127	52	69	34	53	56	23	LT	30	LT
AS THE WORLD TURNS		A	7.4	27	616	1289	904	94	977	229	418	379	430	498	242	62	92	71	99	139	16	LT	54	15
M-F		B	7.6	26	633	1266	851	142	921	227	407	400	405	450	238	74	111	94	98	114	28	18	79	25
1.30 - 2.00		A	7.3	26	608	1276	896	85	971	225	405	364	413	506	244	57	84	67	100	148	12	LT	49	12
2.00 - 2.30		A	7.5	28	625	1275	907	98	974	231	427	391	438	486	231	62	92	69	95	130	16	LT	54	17
CAPITOL		A	5.1	20	425	1275	903	102	979	250	450	410	423	461	213	70	76	30	75	127	38	21	45	15
M-F		B	5.9	22	491	1230	833	161	902	248	443	424	397	395	207	72	99	78	82	97	38	21	83	23
CBS EARLY MORNING NEWS		A	1.2	14	100	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
M-F		B	1.2	14	100	121	LT	LT	LT	LT	LT	LT	LT	LT	54	LT	LT	LT	LT	LT	LT	LT	LT	LT
CBS MORNING NEWS 1		A	3.8	19	317	1091	601	148	608	65	198	236	269	363	428	81	145	147	187	262	29	29	26	19
M-F		B	3.4	17	283	1159	577	148	615	74	244	269	327	323	464	88	158	174	237	269	24	LT	56	25
CBS MORNING NEWS 2		A	3.4	16	283	1060	636	131	668	96	174	201	248	441	308	64	142	131	131	166	17	17	67	46
M-F		B	3.4	16	283	1170	652	140	687	117	232	230	314	410	395	90	159	157	175	216	24	LT	64	25
CHILD'S PLAY		A	3.9	19	325	1188	674	134	745	268	360	302	311	332	308	126	148	65	52	160	18	18	117	34
M-F		B	4.2	19	350	1323	682	139	757	263	393	332	283	314	309	116	161	120	93	131	68	35	189	56
DAYS OF OUR LIVES		A	5.5	20	458	1303	877	185	971	317	470	419	385	452	255	95	165	106	116	87	42	33	35	LT
M-F		B	5.7	19	475	1324	851	159	933	298	458	418	387	416	279	102	151	103	101	120	42	30	70	22
1.00 - 1.30		A	5.1	19	425	1292	883	180	977	313	456	405	393	469	263	94	161	103	122	99	21	12	31	LT
1.30 - 2.00		A	5.9	21	491	1299	869	183	958	315	480	430	380	432	246	98	167	107	110	76	58	49	37	LT
DREAM HOUSE		A	3.4	16	283	1378	866	208	947	236	405	375	393	502	228	97	124	102	49	97	66	32	137	35
M-F		B	3.6	16	300	1338	782	155	855	210	384	371	376	423	244	80	118	100	73	119	74	49	165	48

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1983 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
								AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	18-34	WOMEN 18-25 49 54	35-64	55+	18-34	MEN 18-25 49 54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WK #	DAY	START TIME	DUR	NET TYPE	PROG. WK 1 WK 2	K E Y															
WEEKDAY DAYTIME CONT'D																					
EARLY TODAY M-F					160 159 159	A	1.3 12	108	1324	436^260^	482^139^	306^278^	222^176^	547^195^	325^380^	259^120^	175^129^	120^ 111^			
M-F		6.30A	25	NBC N	89 88	B	1.3 13	108	695	306 129	333 66	161 198	207 130	279 78	168 188	137 80	LT LT	LT LT			
EDGE OF NIGHT M-F		4.00P	30	ABC DD	157 145 147	A	3.6 12	300	1297	704 173^	794 344	527 397	330 216	225 78^	125^100^	106^ 87^	122^ 96^	156^ 80^			
M-F					78 79	B	3.8 12	317	1294	721 204	829 361	555 441	365 210	203 79	113 87	71 75	129 94	133 68			
FACTS OF LIFE M-F		10.00A	30	NBC CS	105 130 130	A	2.7 13	225	1360	779 164^	850 392	543 364	280 276	204^ 49^	112^ 98^	102^ 80^	101^ 79^	205^ 48^			
M-F					80 80	B	3.9 17	325	1505	698 139	766 323	501 382	280 229	296 108	182 158	128 92	141 100	302 114			
FAMILY FEUD M-F		12.00N	30	ABC QP	159 176 176	A	5.2 22	433	1229	798 163	861 314	467 390	330 337	258 106^	127^113^	78^111^	33^ 12^	77^ LT			
M-F					91 91	B	5.5 21	458	1281	717 175	796 293	448 357	328 308	283 114	154 114	93 114	83 53	119 44			
FANTASY M-F		3.00P	60	NBC QG	169 159 159	A	2.7 9	225	1316	748 214^	851 277	494 386	387 308	236^ 98^	129^ 71^	71^107^	127^ 79^	102^ 72^			
M-F					83 83	B	3.6 12	300	1316	692 178	755 244	390 333	352 307	315 135	177 112	86 125	115 68	131 76			
3.00 - 3.30						A	2.6 9	217	1217	736 239^	833 266^	474 379	369 317	239^106^	138^ 74^	69^101^	66^ LT	79^ 55^			
3.30 - 4.00						A	2.8 9	233	1339	730 184^	833 279	493 374	377 292	214^ 89^	111^ 60^	61^103^	176^133^	116^ 87^			
GENERAL HOSPITAL M-F		3.00P	60	ABC DD	158 204 204	A	10.4 36	866	1304	746 197	850 417	617 435	317 208	195 121	144 83	55^ 46^	172 136	87 40^			
M-F					99 99	B	9.8 32	816	1350	759 211	862 419	632 457	351 193	231 121	160 98	76 60	162 127	95 47			
3.00 - 3.30						A	10.0 36	833	1282	755 192	860 425	622 431	315 214	188 118	138 78	51^ 45^	156 125	78 32^			
3.30 - 4.00						A	10.7 35	891	1327	742 200	844 412	616 437	321 203	200 124	150 89	57^ 46^	188 146	95 46^			
GOOD MORNING, AMERICA-730 M-F		7.30A	30	ABC N	160 206 207	A	5.5 28	458	1303	776 282	783 243	436 467	352 271	372 87^	168 157	207 174	53^ 27^	95^ 85^			
M-F					99 99	B	5.4 27	450	1217	699 205	715 172	354 368	361 303	360 86	155 172	185 160	72 16	70 47			
GOOD MORNING, AMERICA-830 M-F					160 204 204	A	5.8 28	483	1114	694 143	720 194	356 371	336 316	327 41^	108^128	193 185	LT LT	60^ 11^			
M-F		8.30A	30	ABC N	99 99	B	5.7 27	475	1109	709 162	734 173	358 362	386 320	305 67	122 129	150 153	18 LT	52 17			
GUIDING LIGHT M-F		3.00P	60	CBS DD	162 203 203	A	6.9 24	575	1290	858 124	950 241	442 414	472 438	174 50^	74^ 40^	74^ 95^	103^ 46^	63^ 38^			
M-F					99 99	B	7.4 25	616	1289	861 150	933 241	450 435	446 419	191 55	91 67	82 94	79 47	86 41			
3.00 - 3.30						A	6.7 24	558	1269	859 113	952 240	435 405	466 451	169 53^	68^ 30^	67^ 96^	93^ 36^	55^ 32^			
3.30 - 4.00						A	7.1 24	591	1284	851 128	942 239	445 417	475 426	170 43^	70^ 43^	77^ 95^	106 52^	66^ 42^			
LOVE BOAT DAYTIME M-F		11.00A	60	ABC CS	160 188 188	A	4.4 21	367	1125	620 155^	692 349	485 335	269 161^	297 166	198 145^	82^ 84^	46^ 27^	90^ 16^			
M-F					95 95	B	4.9 21	408	1244	592 189	675 331	471 346	277 157	299 167	217 154	88 71	104 66	166 60			
11.00 - 11.30						A	4.1 20	342	1120	615 160^	686 327	470 330	277 169^	296 149^	190 140^	94^ 94^	48^ 30^	90^ LT			
11.30 - 12.00						A	4.7 22	392	1117	617 145^	691 368	498 340	258 147^	290 173	201 149^	74^ 73^	49^ 25^	87^ 21^			
NEW BATTLESTARS M-F		12.00N	30	NBC QG	149 149	A	2.2 9	183	1410	874 223^	1033 252^	465 339	448 552	197^ 55^	93^ 72^	55^ 87^	87^ LT	93^ 39^			
M-F					72 73	B	2.3 10	192	1397	776 173	929 190	369 332	417 507	209 54	88 63	67 113	114 63	145 43			
NEWSBREAK-11.57 M-F		11.57A	2	CBS N	162 178 178	A	6.2 28	516	1196	691 106^	748 211	341 325	310 349	344 90^	110^ 62^	100^226	LT LT	98^ 15^			
M-F					90 90	B	7.0 29	583	1261	675 107	737 194	333 314	326 350	349 99	145 121	123 184	38 21	137 44			
NEWSBREAK-3.57 M-F		3.57P	2	CBS N	162 190 189	A	5.7 19	475	1297	859 157	950 249	463 420	471 426	166 38^	73^ 54^	73^ 87^	118^ 52^	63^ 40^			
M-F					97 96	B	6.3 20	525	1247	836 156	903 212	449 433	462 393	181 50	85 64	78 88	81 49	82 39			
ONE LIFE TO LIVE M-F		2.00P	60	ABC DD	159 202 202	A	7.6 29	633	1216	787 219	884 432	646 486	335 213	194 92^	118 95	74^ 56^	75^ 59^	63^ 20^			
M-F					99 99	B	8.1 29	675	1280	794 242	893 438	649 485	352 199	227 114	149 100	72 64	84 67	76 28			
2.00 - 2.30						A	7.5 28	625	1211	795 231	896 442	652 496	334 216	193 94^	120 94^	72^ 53^	64^ 48^	58^ 16^			
2.30 - 3.00						A	7.7 30	641	1209	778 202	866 420	634 475	333 209	190 94	116 92^	70^ 53^	86^ 71^	67^ 24^			
PRICE IS RIGHT 1 M-F		11.00A	30	CBS AP	162 205 205	A	5.9 29	491	1222	643 85^	720 195	299 286	323 361	385 89^	126 82^	125 245	20^ LT	97^ 20^			
M-F					99 99	B	6.8 31	566	1289	667 99	731 193	321 296	305 369	369 114	158 131	122 190	40 21	149 46			
PRICE IS RIGHT 2 M-F		11.30A	30	CBS AP	163 205 205	A	7.5 35	625	1213	686 101	752 193	322 305	323 374	353 78^	105 64^	112 239	14^ 11^	94^ 18^			
M-F					99 99	B	8.5 36	708	1309	686 103	750 190	320 296	317 386	377 107	153 127	131 204	41 20	141 43			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																	
RYAN'S HOPE		M-F	12.30P	30	ABC	DD	159	179	179	A	5.0	21	417	1079	743	136^	817	383	550	444	318	222	194	90^	113^	86^	61^	67^	12^	12^	56^	12^	
							95	95	95	B	5.5	21	458	1231	742	185	834	400	581	456	325	210	233	110	140	110	76	79	70	47	94	30	
SALE OF THE CENTURY		M-F	10.30A	30	NBC	QG	95	147	147	A	3.4	17	283	1311	717	134^	809	272	424	315	318	343	303	92^	173^	125^	117^	115^	71^	46^	128^	32^	
							83	83	83	B	4.2	19	350	1377	707	127	769	228	382	334	322	346	326	93	157	147	135	145	87	51	195	57	
SEARCH FOR TOMORROW		M-F	12.30P	30	NBC	DD	160	164	164	A	2.3	10	192	1146	844	177^	881	250^	370	297^	416	448	209^	88^	99^	51^	74^	100^	LT	LT	36^	LT	
							81	82	82	B	2.7	10	225	1231	775	140	842	219	361	322	351	417	263	81	107	73	91	144	44	30	82	28	
TATTLETALES		M-F	4.00P	30	CBS	QG	160	118	118	A	2.7	9	225	1280	822	133^	867	248	347	254^	285	471	253^	70^	75^	61^	76^	174^	49^	40^	111^	53^	
							67	67	67	B	2.9	9	242	1262	779	130	827	207	369	352	364	394	284	74	94	77	97	176	42	28	109	46	
TODAY SHOW-7.30AM		M-F	7.30A	30	NBC	N	160	209	209	A	3.7	19	308	1256	643	156^	649	98^	227	243	291	386	496	66^	218	213	285	246	32^	16^	79^	48^	
							99	99	99	B	4.1	21	342	1290	657	176	689	102	236	310	366	359	498	73	202	245	265	238	38	20	65	39	
TODAY SHOW-8.30AM		M-F	8.30A	30	NBC	N	160	209	209	A	3.9	19	325	1160	664	172^	680	135^	276	286	335	369	381	46^	173^	175^	194	175^	55^	43^	44^	22^	
							99	99	99	B	4.4	21	367	1211	703	147	733	123	261	297	333	397	406	49	141	165	190	227	29	24	43	15	
\$25,000 PYRAMID		M-F	10.00A	30	CBS	QP	163	161	160	A	4.4	22	367	1163	683	152^	745	207	339	331	343	353	329	130^	183	124^	93^	138^	15^	LT	74^	30^	
							86	86	86	B	4.3	20	358	1273	697	141	761	211	352	336	336	351	326	113	162	135	113	143	48	25	138	43	
WHEEL OF FORTUNE		M-F	11.00A	30	NBC	QG	94	203	204	A	5.4	26	450	1329	841	197	957	259	431	394	370	466	215	50^	99^	93^	75^	102^	30^	LT	127^	31^	
							98	98	98	B	5.8	25	483	1320	761	131	834	214	374	347	356	401	286	83	128	110	102	141	55	32	145	46	
YOUNG AND THE RESTLESS						163	204	204			A	7.8	32	650	1249	838	114	911	279	480	423	399	384	253	84^	106	84^	89^	139	16^	8^	69^	16^

M-F 12.30P 60 CBS DD 99 99
12.30 - 1.00
1.00 - 1.30

B	7.9	30	658	1275	823	150	888	255	452	418	406	377	250	96	135	108	99	100	33	25	104	25
A	7.5	32	625	1248	826	112	901	275	472	425	399	379	251	76	100	82	87	143	19	8	77	14
A	8.0	32	666	1261	855	118	929	282	492	426	409	391	256	91	114	92	93	133	15	7	61	15

*WEEKEND DAYTIME

ABC WEEKEND SPECIALS 28 173 170
SAT. 12.00N 30 ABC FV 89 89

A	4.5	18	375	1341	328	74	346	168	286	188	148	30	163	81	147	123	66	16	208	106	624	371
B	5.5	18	458	1750	356	138	431	226	338	249	161	72	268	140	214	173	110	35	313	177	738	458

ABC WIDE WORLD-SPORTS SAT 23 196 206
1 SAT. 5.00P 120 ABC SA 99 99
2 SAT. 4.00P 60
& 6.05P 25

A	6.2	16	516	1492	478	143	542	169	288	280	274	196	618	252	435	376	298	156	142	27	190	82
B	8.9	20	741	1546	521	177	567	179	314	290	274	206	684	246	429	396	337	207	135	58	160	98

4.00 - 4.30
4.30 - 5.00
5.00 - 5.30
5.30 - 6.00
6.00 - 6.30
6.30 - 7.00

A	5.2	16	433	1411	423	136	531	212	254	240	271	199	679	363	483	318	257	152	80	LT	121	74
A	7.0	20	583	1331	425	132	526	221	274	260	274	182	563	223	347	261	263	180	115	38	127	90
A	4.8	14	400	1325	470	178	495	128	240	253	270	187	583	228	443	439	312	112	202	65	45	LT
A	6.5	17	541	1412	480	172	480	80	260	277	315	168	623	250	462	435	302	127	253	50	56	LT
A	7.1	17	591	1689	499	135	556	149	274	270	256	228	647	246	452	404	314	171	166	19	320	113
A	5.9	13	491	1525	537	114	639	220	420	389	297	179	583	219	427	382	318	156	LT	LT	303	172

AMERICAN BANDSTAND '83 28 164 164
SAT. 12.30P 60 ABC PC 86 85

A	4.1	16	342	1573	533	149	623	380	506	315	202	85	437	212	335	223	161	90	246	166	267	210
B	4.8	15	400	1636	449	153	538	317	413	275	154	108	426	248	341	234	143	66	298	212	374	222

12.30 - 1.00
1.00 - 1.30

A	3.9	15	325	1440	535	136	612	360	519	329	211	65	360	203	299	176	116	61	237	142	231	164
A	4.2	16	350	1714	534	163	641	403	497	302	195	110	518	227	378	270	205	116	252	191	303	260

AMERICAN SPORTSMAN 2 187 180
1 SUN. 4.56P 64 ABC SA 94 93
2 SUN. 5.00P 60

A	5.3	13	441	1415	399	194	550	256	338	238	215	192	643	216	384	259	346	243	91	16	131	74
B	5.3	13	441	1415	399	194	550	256	338	238	215	192	643	216	384	259	346	243	91	16	131	74

5.00 - 5.30
5.30 - 6.00

A	5.2	13	433	1381	351	171	475	203	275	218	194	179	659	236	398	250	344	245	111	21	136	77
A	5.6	14	466	1429	433	212	613	300	390	249	233	204	609	188	359	253	344	237	73	13	134	80

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																				
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKEND DAYTIME CONT'D																																					
ASK NBC NEWS-8:28AM SAT. 8.28A 2 NBC CN										33	191	195	96	96	A	4.0	26	333	1670	303^123^	364^143^	292^211^	221^	60^	211^	94^	117^	90^	117^	87^	239^111^	856	581				
SAT. 8.28A 2 NBC CN										96	96	B	4.3	28	358	1696	228 100	259 139	181 139	110	49	175	75	104	109	88	44	233 118	1029	642							
ASK NBC NEWS-8:58AM SAT. 8.58A 2 NBC CN										34	199	204	98	98	A	5.7	29	475	1520	245^133^	280 123^	226^182^	157^	37^	138^	71^	71^	76^	67^	50^	224^ 72^	878	494				
SAT. 8.58A 2 NBC CN										98	98	B	5.5	28	458	1704	238 113	272 143	191 146	112	58	161	86	109	92	55	42	264 103	1007	627							
ASK NBC NEWS-10:28AM SAT. 10.28A 2 NBC CN										34	212	212	99	99	A	6.1	25	508	1813	296 137^	350 194^	289 191^	129^	41^	239^123^	194^142^	107^	45^	267 118^	957	572						
SAT. 10.28A 2 NBC CN										99	99	B	7.9	29	658	1743	255 124	289 160	228 155	100	48	197	119	152	124	64	31	302 152	955	564							
ASK NBC NEWS-10:58AM SAT. 10.58A 2 NBC CN										34	200	200	94	94	A	5.6	23	466	1948	303 138^	339 150^	279 213^	166^	44^	237^115^	181^115^	115^	48^	441 226^	931	570						
SAT. 10.58A 2 NBC CN										94	94	B	6.7	24	558	1719	261 112	287 139	218 160	112	55	208	124	162	125	71	29	320 164	904	560							
ASK NBC NEWS-11:58AM SAT. 11.58A 2 NBC CN										32	175	196	79	93	A	4.8	19	400	1898	290^100^	353 195^	252^159^	116^	63^	322 207^	252^218^	115^	53^	405 162^	818	499						
SAT. 11.58A 2 NBC CN										79	93	B	6.2	22	516	1675	284 131	319 175	245 169	115	54	261	166	209	141	75	40	318 119	777	450							
ATLANTA GOLF CLASSIC-SAT(S) 2 SAT. 4.30P 90 CBS SE										177	94	A	3.9	11	325	1169	402^ 24^	455^ 31^	31^	59^	123^	396^	646^228^	354^296^	261^	267^	43^	LT	25^	25^							
4.30 - 5.00												A	3.6	10	300	1167	367^ 40^	407^ 26^	26^	50^	138^	357^	661^280^	381^326^	244^	241^	46^	LT	53^	53^							
5.00 - 5.30												A	4.3	12	358	1165	419^ 34^	464^ 31^	31^	69^	136^	395^	643^235^	361^298^	246^	264^	39^	LT	19^	19^							
5.30 - 6.00												A	3.8	10	317	1180	429^ LT	489^ 35^	35^	57^	94^	432^	640^170^	328^264^	303^	300^	41^	LT	LT	LT							
ATLANTA GOLF CLASSIC-SUN(S) 2 SUN. 1.00P 174 CBS SE										191	99	A	5.5	16	458	1557	446^251^	629 159^	265^282^	299^	324^	823 283^	521^469^	400^	269^	46^	LT	59^	LT								
1.00 - 1.30												A	4.3	15	358	1358	504^162^	601^ LT	120^	184^	352^	417^	673 209^	362^333^	301^	226^	LT	LT	84^	39^							
1.30 - 2.00												A	5.0	16	417	1355	396^149^	496^ 36^	91^	132^	259^	364^	738 182^	431^359^	372^	307^	75^	LT	46^	LT							
2.00 - 2.30												A	4.9	14	408	1360	387^238^	561^154^	222^230^	279^	302^	686 272^	385^331^	257^	291^	54^	LT	59^	LT								
2.30 - 3.00												A	5.1	15	425	1758	453^350^	721 268^	386^378^	300^	307^	933 285^	606 584	508^	300^	32^	LT	72^	LT								
3.00 - 3.30												A	6.3	18	525	1768	447^320^	695 243^	349^375^	291^	300^	989 296^	679 661	574 271^		46^	LT	38^	LT								
3.30 - 4.00												A	8.1	22	675	1594	474 238^	648 193^	339^333^	310^	269^	818 405	569 462	323^	209^	65^	12^	63^	9^								
BLACKSTAR SAT. 1.00P 30 CBS CA										15	133	158	68	83	A	3.6	14	300	2097	445 154^	478 309^	378^184^	115^	67^	265^181^	208^164^	61^	57^	277^105^	1077	467						
SAT. 1.00P 30 CBS CA										68	83	B	4.5	15	375	1764	328 160	444 239	314 189	134	116	401 256	319 217	120	66	232 98		687	354								
BUGS BUNNY/ROAD RUNNER 1 SAT. 9.30A 30 CBS CA										14	202	202	99	99	A	3.7	16	308	1494	351^218^	487 272^	386^212^	169^	61^	279^175^	197^106^	82^	82^	153^ 42^	575	345^						
SAT. 9.30A 30 CBS CA										99	99	B	4.2	16	350	1697	312 142	382 191	275 181	126	94	415 230	291 207	145	107	184 67		716	354								
BUGS BUNNY/ROAD RUNNER 2 SAT. 10.00A 30 CBS CA										14	202	202	99	99	A	4.8	20	400	1778	391 205^	468 274^	345 161^	139^	86^	366 268^	293^183^	82^	73^	219^100^	725	465						
SAT. 10.00A 30 CBS CA										99	99	B	5.8	22	483	1789	348 134	401 224	299 181	107	93	411 245	304 215	132	89	208 72		769	411								
BUGS BUNNY/ROAD RUNNER 3 SAT. 11.00A 30 CBS CA										13	193	193	97	97	A	5.1	21	425	1635	349 95^	358 232^	286 151^	105^	29^	314 185^	265^214^	121^	41^	203^ 82^	760	495						
SAT. 11.00A 30 CBS CA										97	97	B	6.2	22	516	1642	332 149	374 218	287 187	104	69	382 236	300 202	112	75	190 81		696	351								
BUGS BUNNY/ROAD RUNNER 4 SAT. 11.30A 30 CBS CA										13	192	192	97	97	A	5.5	22	458	1454	256^105^	259^136^	202^148^	105^	31^	333 203^	285 189^	121^	40^	197^ 88^	665	367						
SAT. 11.30A 30 CBS CA										97	97	B	6.7	23	558	1579	323 165	368 215	283 183	109	69	395 248	319 202	121	70	179 87		637	325								
CAPTAIN KANGAROO-SAT SAT. 7.00A 60 CBS CL										33	135	136	84	84	A	1.3	15	108	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	
SAT. 7.00A 60 CBS CL										84	84	B	1.2	15	100	520	112 LT	127 55	87 65	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	
7.00 - 7.30												A	.9	13	75	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT		
7.30 - 8.00												A	1.6	15	133	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	
CBS CHILDREN'S FILM FEST. SAT. 1.30P 30 CBS CL										11	126	153	66	81	A	2.6	10	217	1419	418^ 92^	496^156^	299^259^	266^	123^	250^ 79^	111^ 83^	69^	139^	231^ 79^	442^	175^						
SAT. 1.30P 30 CBS CL										66	81	B	3.4	11	283	1638	416 218	521 219	365 259	233	128	453 229	327 237	172	118	212 89		452	230								
COLONIAL GOLF-SAT(S) 1 SAT. 5.06P 54 CBS SE										185	97	A	5.4	15	450	1316	426^141^	477^113^	179^164^	188^	263^	765 168^	423^301^	354^	336^	31^	14^	43^	LT								
SAT. 5.06P 54 CBS SE										97																											
5.00 - 5.30												A	5.1	15	425	1202	334^ 90^	334^ LT	42^	76^	165^	258^	748 179^	393^275^	331^	341^	54^ 33^		66^	LT							
5.30 - 6.00												A	5.6	15	466	1410	498^180^	586 198^	282^231^	206^	267^	783 161^	449^323^	369^	334^	15^	LT	26^	LT								

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															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																		
COLONIAL GOLF-SUN(S)										192		A	6.2	15	516	1657	650	229	706	172	308	344	285	309	835	233	513	439	387	277	42	19	74	74
1 SUN. 3.32P 214 CBS SE										99		A	5.8	15	483	1685	520	256	538	138	305	289	275	193	976	446	679	451	332	230	113	19	58	58
3.30 - 4.00											A	5.2	13	433	1533	612	289	635	149	290	348	308	236	841	289	611	517	387	200	28	28	29	29	
4.00 - 4.30											A	4.9	12	408	1507	603	253	615	118	222	372	318	226	865	294	635	496	369	230	LT	LT	27	27	
4.30 - 5.00											A	4.9	12	408	1571	689	284	689	59	307	434	416	255	854	210	603	459	429	251	LT	LT	28	28	
5.00 - 5.30											A	6.2	15	516	1459	665	224	705	119	276	371	310	334	715	134	460	387	391	255	LT	LT	39	39	
5.30 - 6.00											A	7.6	17	633	1817	757	193	827	273	358	313	212	405	805	201	398	409	384	309	46	24	139	139	
6.00 - 6.30											A	8.0	17	666	1860	642	180	807	270	364	314	212	389	820	177	396	409	390	348	92	49	141	141	
6.30 - 7.00																																		
DUKES										15 197 197		A	5.1	21	425	1911	378	84	399	235	273	123	99	80	346	262	294	212	74	52	177	85	989	626
SAT. 10.30A 30 CBS CA										99 99	B	6.6	24	550	1831	325	132	381	216	280	172	95	90	333	214	258	170	77	68	224	85	893	479	
FACE THE NATION										32 154 155		A	2.8	11	233	1322	435	61	542	56	163	129	201	357	610	35	279	266	416	309	127	34	43	43
SUN. 11.30A 30 CBS CC										92 93	B	3.1	10	258	1232	497	149	522	100	183	181	203	303	562	167	283	275	279	232	59	24	89	61	
FLASH GORDON										32 110 123		A	2.6	10	217	2097	230	69	285	166	204	153	84	54	249	134	153	176	84	73	668	405	895	568
SAT. 12.30P 30 NBC CA										62 65	B	3.9	13	325	1762	348	126	396	215	299	211	130	79	298	166	236	188	106	48	302	138	766	447	
FLINTSTONE FUNNIES										33 191 195		A	2.7	19	225	1733	333	124	386	147	311	231	239	62	279	137	164	97	133	103	263	124	805	547
SAT. 8.00A 30 NBC CA										96 96	B	3.5	25	292	1675	225	99	255	132	174	137	111	49	190	79	114	116	96	50	214	111	1016	634	
GARY COLEMAN SHOW										34 200 200		A	5.3	22	441	1918	306	145	349	174	297	209	150	38	235	117	176	117	109	51	375	179	959	554
SAT. 10.30A 30 NBC CA										94 94	B	6.7	24	558	1727	259	113	287	142	221	159	112	52	202	121	161	124	69	26	316	166	922	566	
GILLIGAN'S PLANET										11 164 167		A	4.0	16	333	1483	318	120	355	171	171	101	67	140	332	240	249	150	74	68	288	150	508	265
SAT. 12.00N 30 CBS CA										79 86	B	5.0	17	417	1620	364	142	408	219	285	185	123	100	287	178	227	128	84	55	239	91	686	382	
HULK/SPIDERMAN 1										32 176 197		A	5.1	21	425	1965	285	113	322	173	242	173	122	51	289	203	234	187	86	43	423	191	931	591
SAT. 11.00A 30 NBC CA										79 94	B	6.1	22	508	1733	264	112	301	159	230	165	111	55	250	156	199	151	76	35	318	129	864	502	
HULK/SPIDERMAN 2										32 175 196		A	4.8	19	400	1893	271	98	333	199	250	154	104	45	320	210	257	223	110	48	387	137	853	545
SAT. 11.30A 30 NBC CA										79 93	B	6.5	23	541	1729	282	132	318	174	247	173	116	52	265	166	215	154	80	38	329	120	817	473	
IN THE NEWS- 8.26AM										34 174 173		A	2.2	14	183	1219	165	110	181	44	126	148	120	LT	137	49	76	27	27	61	136	71	765	470
SAT. 8.26A 3 CBS CN										82 82	B	2.3	15	192	1469	194	61	209	87	144	121	97	52	243	100	172	154	113	55	179	59	838	511	
IN THE NEWS- 8.56AM										34 181 180		A	2.8	14	233	1378	130	82	155	57	82	81	51	47	175	124	146	48	22	29	223	29	825	576
SAT. 8.56A 3 CBS CN										89 83	B	2.9	15	242	1505	198	84	209	80	139	128	98	54	251	122	180	145	104	52	213	71	832	475	
IN THE NEWS- 9.26AM										34 187 187		A	3.2	14	267	1457	233	195	379	165	284	176	157	57	209	126	145	48	57	64	142	22	727	476
SAT. 9.26A 3 CBS CN										95 96	B	3.3	14	275	1576	265	101	298	126	189	145	115	90	315	161	211	148	118	82	218	89	745	420	
IN THE NEWS- 9.56AM										27 201 202		A	3.7	16	308	1659	393	233	559	349	440	207	169	68	302	204	228	131	75	74	191	80	607	371
SAT. 9.56A 3 CBS CN										99 99	B	4.3	17	358	1693	339	141	399	196	271	193	129	103	430	257	315	212	138	93	177	65	687	343	
IN THE NEWS- 11.56AM										30 191 192		A	5.3	21	441	1367	279	114	279	145	192	130	103	56	353	227	299	168	119	44	178	81	557	302
SAT. 11.56A 3 CBS CN										97 97	B	5.2	18	433	1574	346	164	414	222	297	201	127	95	382	233	288	182	110	85	180	95	598	308	
IN THE NEWS- 12.26PM										18 163 167		A	3.7	14	308	1406	270	123	312	179	179	107	72	84	312	214	224	137	98	78	269	145	513	257
SAT. 12.26P 3 CBS CN										79 86	B	4.4	15	367	1653	358	175	448	244	316	205	136	109	283	158	207	138	100	68	200	85	722	366	
IN THE NEWS- 12.56PM										20 149 175		A	3.8	15	317	1615	242	123	274	132	132	139	121	37	271	149	192	145	122	63	442	151	628	297
SAT. 12.56P 3 CBS CN										73 90	B	4.7	15	392	1643	330	140	410	187	272	197	149	116	328	190	243	154	109	82	220	83	685	351	
IN THE NEWS- 1.26PM										15 132 158		A	3.7	14	308	2088	479	149	515	317	392	205	123	91	290	192	217	175	63	73	260	101	1023	413
SAT. 1.26P 3 CBS CN										67 83	B	4.5	15	375	1763	329	167	432	231	301	184	130	116	400	254	315	214	116	70	228	101	703	368	
AUDIENCE COMPOSITION										AUDIENCE COMPOSITION																								

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														K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																	
SCOOPY DOO/PUPPY HOUR-1						19	194	194	A	5.7	24	475	1741	188^	32^	270	191^	207^	103^	28^	51^	162^	117^	117^	107^	28^	17^	291	107^	1018	532		
SAT. 10.00A 30 ABC CA						99	99	99	B	5.9	22	491	1797	209	75	244	144	190	133	77	45	174	113	138	102	54	25	294	121	1085	643		
SCOOPY DOO/PUPPY HOUR-2						19	194	194	A	6.3	26	525	1758	245	83^	367	260	288	115^	44^	63^	107^	72^	72^	58^	35^	17	335	117^	949	520		
SAT. 10.30A 30 ABC CA						99	99	99	B	6.6	23	550	1736	247	89	288	165	224	159	94	54	175	114	147	111	54	17	303	129	970	567		
SHIRT TALES						34	199	204	A	5.1	28	425	1492	257^	130^	290	119^	224^	188^	171^	48^	133^	56^	56^	61^	77^	64^	189^	75^	880	535		
SAT. 8.30A 30 NBC CA						98	98	98	B	5.0	27	417	1712	231	109	263	138	185	145	110	53	168	88	113	96	58	44	261	100	1020	648		
SMURFS I						34	212	212	A	7.0	32	583	1650	247	122^	262	148^	232	156^	114^	30^	120^	59^	76^	71^	61^	31^	222	108	1046	636		
SAT. 9.00A 30 NBC CA						99	99	99	B	7.1	32	591	1799	238	116	265	155	206	142	94	43	188	104	140	109	72	34	290	126	1056	627		
SMURFS II						34	212	212	A	7.5	32	625	1750	238	90^	263	163^	226	129^	88^	30^	126^	70^	79^	52^	51^	47^	297	119^	1064	640		
SAT. 9.30A 30 NBC CA						99	99	99	B	8.2	33	683	1800	241	119	269	155	209	142	96	44	189	110	144	115	67	30	298	135	1044	617		
SMURFS III						34	212	212	A	7.2	30	600	1872	280	127^	328	195^	277	176^	108^	36^	217	118^	176^	127^	92^	41^	290	111^	1037	627		
SAT. 10.00A 30 NBC CA						99	99	99	B	8.8	33	733	1786	250	119	284	159	227	156	98	46	195	118	150	122	64	30	311	154	996	598		
SPORTSBEAT						14	160		A	2.4	7	200	840^	285^	80^	285^	17	80^	80^	80^	205^	500^	335^	425^	425^	165^	75^	55^	17	17	17		
1 SAT. 4.30P 30 ABC SC						85			B	2.8	8	233	1242	396	133	426	90	196	201	208	189	548	220	334	324	258	181	112	45	156	122		
SPORTSWORLD						16	180	180	A	7.1	18	591	1548	421	110^	473	137^	229	252	216	204^	783	285	585	512	425	180^	212	52^	80^	66^		
SUN. 4.00P 120 NBC SE						94	94	94	B	6.7	17	558	1532	438	162	482	158	269	260	229	170	793	285	530	494	409	207	127	39	130	93		
4.00 - 4.30									A	5.9	16	491	1582	392	100^	453	135^	247^	275	215^	162^	866	334	684	590	476	163^	180^	46^	83^	72^		
4.30 - 5.00									A	7.0	18	583	1638	476	119^	535	169^	272	297	245	217	818	352	657	565	426	143^	222	40^	63^	54^		
5.00 - 5.30									A	8.3	21	691	1517	385	88^	435	115^	185	201	172^	220	781	241	546	496	438	211	224	43^	77^	63^		
5.30 - 6.00									A	7.0	17	583	1506	454	132^	490	140^	232	259	243	211	703	235	492	426	379	196^	220	80^	93^	78^		
SUNDAY MORNING						32	170	169	A	4.0	19	333	1243	588	201^	642	66^	192^	237^	336^	387	551	123^	345^	363^	324^	180^	19^	17	31^	17		
SUN. 9.00A 90 CBS N						93	93	93	B	4.9	22	408	1363	602	204	626	138	247	269	307	320	558	169	315	343	295	191	46	15	133	70		
9.00 - 9.30									A	3.3	18	275	1269	604	164^	648	65^	157^	207^	312^	427^	589	113^	343^	404^	378^	185^	17	15	26^	17		
9.30 - 10.00									A	4.1	20	342	1152	578	205^	628	67^	178^	228^	342^	374	506	91^	319^	321^	307^	175^	17	15	18^	17		
10.00 - 10.30									A	4.5	19	375	1333	600	229^	664	64^	238^	274^	358	376	587	166^	382	384	312^	187^	40^	17	42^	17		
SUPERFRIENDS						33	178	178	A	3.6	25	300	1860	171^	24^	181^	73^	73^	50^	17	101^	173^	82^	140^	123^	67^	33^	219^	56^	1287	848		
SAT. 8.00A 30 ABC CA						93	93	93	B	3.3	24	275	1723	190	91	223	104	142	108	84	75	163	60	113	94	86	43	212	64	1125	728		
THIS WEEK-DAVID BRINKLEY						31	150	145	A	2.7	10	225	1284	640	191^	658	156^	329^	338^	333^	297^	462^	75^	267^	249^	258^	186^	17	17	147^	129^		
SUN. 11.30A 60 ABC N						89	89	89	B	3.9	13	325	1315	564	168	603	110	202	206	276	357	576	134	283	283	293	250	55	29	81	42		
11.30 - 12.00									A	2.3	9	192	1411	740	192^	745	203^	375^	385^	348^	318^	468^	89^	265^	228^	265^	182^	36^	36	162^	141^		
12.00 - 12.30									A	3.0	11	250	1196	571	184^	591	112^	288^	304^	324^	287^	469^	68^	277^	277^	256^	192^	17	17	136^	120^		
THUNDARR						6	127	135	A	3.0	12	250	1844	309^	39^	349^	197^	249^	160^	91^	76^	301^	161^	196^	184^	119^	76^	494	207^	700	448^		
SAT. 12.00N 30 NBC CA						68	70	70	B	3.7	13	308	1789	297	108	347	214	264	211	102	54	322	257	266	218	50	49	398	178	722	357		
USFL FOOTBALL						11	199	193	A	5.1	14	425	1292	288	135^	321	97^	132^	142^	150^	158^	804	366	519	438	334	245^	127^	35^	40^	38^		
1 SUN. 1.30P 206 ABC SE						99	98	98	B	6.8	18	566	1399	348	146	387	122	196	176	182	160	827	270	460	427	412	304	116	28	69	50		
2 SUN. 1.30P 210																																	
1.30 - 2.00									A	4.3	13	358	1126	301^	106^	301^	58^	118^	159^	173^	142^	781	317^	462	366	324^	275^	28^	28^	16^	17		
2.00 - 2.30									A	5.1	15	425	1096	237^	137^	249^	77^	77^	103^	100^	146^	764	403	485	371	254^	242^	47^	19^	36^	36^		
2.30 - 3.00									A	5.3	15	441	1333	245^	95^	276	85^	115^	114^	114^	145^	844	382	574	459	353	233^	136^	59^	77^	77^		
3.00 - 3.30									A	4.6	13	383	1439	330	165^	369	94^	136^	151^	183^	205^	872	417	609	523	359	230^	161^	52^	37^	37^		
3.30 - 4.00									A	5.1	14	425	1452	317	139^	354	132^	149^	141^	163^	161^	914	437	619	599	387	238^	147^	18^	37^	37^		
4.00 - 4.30									A	5.2	14	433	1291	270^	136^	323	111^	129^	140^	138^	156^	738	296	427	401	348	263^	190^	30^	40^	40^		
4.30 - 5.00									A	5.7	15	475	1389	335	173^	400	119^	208^	196^	199^	175^	789	350	497	374	339	261	170^	30^	30^	30^		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAY 9, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					19,160 23.0					22,910 27.5							
	ABC TV					← THAT'S INCREDIBLE →				← ABC MONDAY NIGHT MOVIE I WANT TO LIVE (OP) →								
	AVERAGE AUDIENCE (Households (000) & %)					14,240 17.1	15.7*			18.6*	15,330 18.4	17.2*			18.4*	19.0*	18.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 14.8	27 *			30 *	28 17.0	26 *			27 *	29 *	30 *	
E K 2	TOTAL AUDIENCE (Households (000) & %)					12,500 15.0			10,910 13.1			14,580 17.5			14,490 17.4	15,080 18.1		
	CBS TV					SQUARE PEGS (R)		PRIVATE BENJAMIN (R)(OP)		M*A*S*H (R)		ONE DAY AT A TIME		← CAGNEY & LACEY →				
	AVERAGE AUDIENCE (Households (000) & %)					10,250 12.3			9,910 11.9			12,740 15.3			12,410 14.9	11,580 13.9	13.7*	14.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 12.1	12.5			19 11.7	12.0	23 14.9	15.6			22 14.3	21 *	23 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					10,250 12.3			11,660 14.0			24,070 28.9						
	NBC TV					LOVE, SIDNEY		FAMILY TIES (R)(OP)		← COUNTRY MUSIC AWARDS (9:00-11:01PM) →								
	AVERAGE AUDIENCE (Households (000) & %)					8,830 10.6			9,830 11.8			15,990 19.2	17.4*			19.6*	20.3*	19.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 10.5	10.7			19 11.3	12.3	29 16.5	26 *			28 *	31 *	31 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					24,160 29.0												
	ABC TV					← ABC MONDAY NIGHT MOVIE DEATH ON THE NILE (8:00-10:51PM) (OP) →												
	AVERAGE AUDIENCE (Households (000) & %)					13,330 16.0	16.2*			16.3*			16.1*			15.8*	14.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 16.0	27 *			26 *			25 *			24 *	24 *	
E K 2	TOTAL AUDIENCE (Households (000) & %)					18,740 22.5					14,990 18.0			15,490 18.6			14,990 18.0	
	CBS TV					← IT'S AN ADVENTURE C. BROWN (OP) →					M*A*S*H (R)		ONE DAY AT A TIME		← CAGNEY & LACEY (R) →			
	AVERAGE AUDIENCE (Households (000) & %)					13,910 16.7	16.0*			17.4*			12,910 15.5			13,740 16.5	12,080 14.5	14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.6	27 *			28 *			24 15.2	15.8			25 16.1	24 *
E K 2	TOTAL AUDIENCE (Households (000) & %)					16,240 19.5					28,490 34.2							
	NBC TV					← LOVE, SIDNEY (OP) →					← MOTOWN 25 YEARS (OP) →							
	AVERAGE AUDIENCE (Households (000) & %)					11,080 13.3	12.1*			14.5*			18,990 22.8	21.7*			22.6*	24.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 11.7	20 *			23 *			35 21.2	33 *			34 *	37 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	52.0	54.1	55.0	56.1	57.0	59.5	60.9	62.8	65.6	68.3	69.1	68.7	66.1	64.4	63.0
				54.9	56.3	56.7	58.3	58.8	59.6	61.0	63.8	65.0	66.1	67.3	67.3	65.4	64.5	62.6
U.S. TV Households: 83,300,000																		

For explanation of symbols, See page A.

EVE. MON. MAY 16, 1983

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. MAY 10, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,586 13.9		10,660 12.8		17,490 21.0		15,490 18.6		20,580 24.7				
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)		HART TO HART				
	AVERAGE AUDIENCE (Households (000) & %)					9,580 11.5		9,250 11.1		15,080 18.1		13,910 16.7		16,830 20.2		19.5*	20.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 11.2	11.8	18 10.4	11.8	29 17.3	19.0	26 16.4	16.9	34 19.1	32 *	20.9	36 *	
E K 2	TOTAL AUDIENCE (Households (000) & %)					12,990 15.6				19,490 23.4								
	CBS TV					WATERSHIP DOWN-PT.1 (OP)				CBS TUESDAY NIGHT MOVIES HELP WANTED:MALE (R)								
	AVERAGE AUDIENCE (Households (000) & %)					8,250 9.9	9.0*		10.7*	11,750 14.1	11.5*		13.6*		15.3*	16.0*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 9.2	16 *	10.0	18 *	23 11.3	18 *		22 *	13.8	25 *	27 *		
W E K 2	TOTAL AUDIENCE (Household: (000) & %)					20,410 24.5				16,910 20.3				12,740 15.3				
	NBC TV					A TEAM (OP)				REMINGTON STEELE (R)(OP)				ST. ELSEWHERE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					15,740 18.9	17.5*		20.3*	13,240 15.9	15.8*		16.0*	9,330 11.2	11.8*	10.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 16.3	32 *	20.6	34 *	25 15.9	25 *		25 *	19 12.3	19 *	18 *		
W E K 2	TOTAL AUDIENCE (Households (000) & %)							12,580 15.1		16,580 19.9		16,990 20.4		20,410 24.5				
	ABC TV					REAGAN NEWS CONF.-ABC (8:00-8:30PM) (SUS)				JOANIE LOVES CHACHI (8:40-9:10PM) (-OP)	THREE'S COMPANY (9:10-9:40PM) (OP)(-OP) (R)	9 TO 5 (9:40-10:10PM) (OP)(-OP) (R)	HART TO HART (10:10-11:10PM) (OP)(-OP) (R)					
	AVERAGE AUDIENCE (Households (000) & %)							9,750 11.7		13,660 16.4		14,240 17.1		14,490 17.4		15.7*	18.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							19 9.7	10.9	26 14.4	27 15.4	27 17.1	17.0	30 14.9	26 *	18.3	32 *	
E K 2	TOTAL AUDIENCE (Households (000) & %)							22,410 26.9										
	CBS TV					REAGAN NEWS CONF.-CBS (8:00-8:30PM) (SUS)				CBS TUESDAY NIGHT MOVIES PLAYING FOR TIME(R) (8:38-11:38PM) (OP)(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)							10,500 12.6	10.2*		11.1*		12.6*		12.8*		13.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							21 10.6	17 *	10.7	17 *		20 *		21 *	13.3	23 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)							20,990 25.2				18,410 22.1				12,990 15.6		
	NBC TV					REAGAN NEWS CONF.-NBC (8:00-8:30PM) (SUS)				A TEAM (8:38-9:30PM) (R)(OP)				REMINGTON STEELE (R)				
	AVERAGE AUDIENCE (Households (000) & %)							15,990 19.2	17.1*		20.8*	15.9	15.7*		16.1*	11.4	11.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							31 15.5	29 *	20.6	33 *	25 15.4	24 *	26 *	21 15.9	11.3	19 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.5	52.2	51.9	53.3	54.1	56.7	59.3	61.5	62.7	63.3	63.0	63.2	61.4	60.7	60.1	57.4
		WK. 2	51.9	52.6	53.2	54.2	54.7	56.4	58.6	60.6	62.5	64.2	63.9	63.0	61.3	59.7	57.4	55.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. TUE. MAY 17, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAY 11, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		24,240 29.1												19,160 23.0											
	ABC TV		FALL GUY (R)(OP)												LOVE, SEX...AND MARRIAGE											
	AVERAGE AUDIENCE (Households (000) & %)		14,910 17.9												13,910 16.7											
	SHARE OF AUDIENCE %		30												28											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		13,830 16.6												20,990 25.2											
	CBS TV		WATERSHIP DOWN-PT.2 (OP)												CBS WEDNESDAY NIGHT MOVIE MURDER IS EASY (R)											
	AVERAGE AUDIENCE (Households (000) & %)		9,750 11.7												11,830 14.2											
	SHARE OF AUDIENCE %		20												23											
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		19,660 23.6												14,240 17.1				17,080 20.5							
	NBC TV		REAL PEOPLE (R)(OP)												FACTS OF LIFE (R)				QUINCY, M.E.							
	AVERAGE AUDIENCE (Households (000) & %)		11,330 13.6												12,660 15.2				13,330 16.0							
	SHARE OF AUDIENCE %		23												24				27							
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		17,990 21.6												23,160 27.8				ABC MOVIE SPECIAL TRAVIS MCREE (OP)							
	ABC TV		FALL GUY (R)																							
	AVERAGE AUDIENCE (Households (000) & %)		12,740 15.3												14,410 17.3				16.7*				18.4*			
	SHARE OF AUDIENCE %		26												28				26 *				29 *			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		14,910 17.9												20,990 25.2				COUNTRY COMES HOME							
	CBS TV		E.T. AND FRIENDS MAGICAL MOVIE VISITORS (R)(OP)																							
	AVERAGE AUDIENCE (Households (000) & %)		9,910 11.9												12,990 15.6				16.3*				16.4*			
	SHARE OF AUDIENCE %		21												25				25 *				26 *			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		16,330 19.6												13,830 16.6				12,740 15.3				13,490 16.2			
	NBC TV		REAL PEOPLE (R)(OP)												FACTS OF LIFE (R)				TAXI (OP)				QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)		10,830 13.0												12,080 14.5				10,660 12.8				10,250 12.3			
	SHARE OF AUDIENCE %		22												23				20				20 *			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.0	50.9	50.6	51.5	53.7	56.1	58.5	60.5	61.6	63.3	64.4	64.3	62.0	60.8	59.4	56.6								
		WK. 2	50.9	53.0	53.7	54.9	55.8	57.0	58.2	60.3	61.9	63.8	64.2	64.6	63.4	61.9	59.4	57.1								

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.WED. MAY 18, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 12, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div>14,830 17.8</div> <div>J.DENVER&MUPPETS HOLIDAY</div> <div>11,410 13.7</div> <div>TOO CLOSE FOR COMFORT (R)</div> <div>9,660 11.6</div> <div>AMANDA'S (OP)</div> <div>10,080 12.1</div> <div>20/20</div>															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>10,500 12.6</div> <div>12.6*</div> <div>12.5*</div> <div>9,580 11.5</div> <div>8,080 9.7</div> <div>7,410 8.9</div> <div>8.8*</div> <div>8.9*</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>23 13.0</div> <div>24 *</div> <div>22 *</div> <div>19 11.2</div> <div>15 9.7</div> <div>14 8.6</div> <div>14 *</div> <div>15 *</div>															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div>21,410 25.7</div> <div>MAGNUM, P.I. (R)(OP)</div> <div>30,740 36.9</div> <div>MISS USA BEAUTY PAGEANT</div>															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>15,580 18.7</div> <div>17.0*</div> <div>20.3*</div> <div>20,330 24.4</div> <div>20.8*</div> <div>24.3*</div> <div>25.9*</div> <div>26.6*</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>34 16.0</div> <div>32 *</div> <div>35 *</div> <div>39 20.1</div> <div>34 *</div> <div>39 *</div> <div>42 *</div> <div>44 *</div>															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	<div>12,080 14.5</div> <div>FAME (R)(OP)</div> <div>12,990 15.6</div> <div>GIMME A BREAK (R)</div> <div>13,580 16.3</div> <div>CHEERS (R)(OP)</div> <div>17,240 20.7</div> <div>HILL STREET BLUES</div>															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>8,250 9.9</div> <div>9.2*</div> <div>10.5*</div> <div>11,250 13.5</div> <div>11,830 14.2</div> <div>14,410 17.3</div> <div>16.9*</div> <div>17.7*</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>18 8.8</div> <div>17 *</div> <div>18 *</div> <div>22 13.1</div> <div>23 13.9</div> <div>28 16.2</div> <div>27 *</div> <div>29 *</div>															
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	<div>16,410 19.7</div> <div>I LOVE TV TEST</div> <div>12,830 15.4</div> <div>TOO CLOSE FOR COMFORT (R)</div> <div>10,160 12.2</div> <div>AMANDA'S (OP)</div> <div>16,910 20.3</div> <div>20/20</div>															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>11,330 13.6</div> <div>13.4*</div> <div>13.9*</div> <div>11,080 13.3</div> <div>8,750 10.5</div> <div>12,830 15.4</div> <div>15.6*</div> <div>15.3*</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>24 13.3</div> <div>24 *</div> <div>24 *</div> <div>21 13.2</div> <div>17 10.8</div> <div>27 15.1</div> <div>26 *</div> <div>28 *</div>															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	<div>25,320 30.4</div> <div>MAGNUM, P.I. (R)(OP)</div> <div>15,990 19.2</div> <div>SIMON & SIMON (R)</div>															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>19.2 32</div> <div>17.3*</div> <div>18.4*</div> <div>19.9*</div> <div>21.3*</div> <div>12,250 14.7</div> <div>15.2*</div> <div>14.2*</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>16.5 16.5</div> <div>18.1</div> <div>18.2</div> <div>20.1</div> <div>21.2</div> <div>15.8</div> <div>14.7</div> <div>14.3</div>															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	<div>14,580 17.5</div> <div>FAME (R)(OP)</div> <div>11,660 14.0</div> <div>GIMME A BREAK (R)</div> <div>14,160 17.0</div> <div>CHEERS (R)</div> <div>18,160 21.8</div> <div>HILL STREET BLUES (R)</div>															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>9,500 11.4</div> <div>11.2*</div> <div>11.7*</div> <div>9,910 11.9</div> <div>12,410 14.9</div> <div>13,580 16.3</div> <div>16.0*</div> <div>16.6*</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>20 11.4</div> <div>20 *</div> <div>20 *</div> <div>19 11.1</div> <div>24 14.4</div> <div>28 15.6</div> <div>27 *</div> <div>30 *</div>															

TV HOUSEHOLDS USING TV WK. 1	48.8	49.5	48.9	51.0	52.2	54.2	55.8	58.7	60.8	62.9	62.8	63.3	62.6	62.2	61.5	60.2
(See Def. 1) WK. 2	53.2	54.7	55.7	56.3	56.2	57.1	57.7	59.3	60.8	62.9	62.9	62.5	59.4	58.7	56.8	54.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.THU. MAY 19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. MAY 13, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W	TOTAL AUDIENCE (Households (000) & %)		{		8,830 10.6		8,580 10.3		17,910 21.5							
	ABC TV				NEW ODD COUPLE		AT EASE		ABC FRIDAY NIGHT MOVIE THE INCREDIBLE SHRINKING WOMAN (OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{		7,250 8.7		7,080 8.5		11,250 13.5		12.7*		13.4*		13.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		17 8.3		16 8.4		23 12.2		22 *		23 *		24 *	
E	TOTAL AUDIENCE (Households (000) & %)		{		15,160 18.2				14,580 17.5				11,750 14.1			
	CBS TV				DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)			
	AVERAGE AUDIENCE (Households (000) & %)		{		10,660 12.8		11.7*		10,160 12.2		12.4*		8,910 10.7		11.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 11.3		23 *		21 12.9		21 *		20 *		19 *	
K	TOTAL AUDIENCE (Households (000) & %)		{		12,580 15.1				20,490 24.6							
	NBC TV				POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (R)							
	AVERAGE AUDIENCE (Households (000) & %)		{		9,410 11.3		10.8*		13,330 16.0		13.6*		15.0*		17.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		22 10.7		21 *		28 13.1		23 *		26 *		31 *	
W	TOTAL AUDIENCE (Households (000) & %)		{		9,660 11.6		8,250 9.9		19,490 23.4							
	ABC TV				NEW ODD COUPLE				ABC FRIDAY NIGHT MOVIE THE LEGEND OF THE LONE RANGER (OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{		7,660 9.2		7,080 8.5		11,250 13.5		10.8*		11.6*		15.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		18 8.9		16 9.4		24 10.4		19 *		20 *		28 *	
E	TOTAL AUDIENCE (Households (000) & %)		{		15,580 18.7				14,580 17.5				13,240 15.9			
	CBS TV				DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)			
	AVERAGE AUDIENCE (Households (000) & %)		{		11,250 13.5		12.9*		10,250 12.3		11.9*		12.7*		9,410 11.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		26 12.4		26 *		21 12.1		21 *		22 *		20 *	
K	TOTAL AUDIENCE (Households (000) & %)		{		10,330 12.4				17,240 20.7				13,910 16.7			
	NBC TV				POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (R)(OP)				FAME SPECIAL (R)			
	AVERAGE AUDIENCE (Households (000) & %)		{		7,830 9.4		9.0*		13,160 15.8		14.9*		16.7*		9,830 11.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		18 9.0		18 *		27 14.2		26 *		29 *		22 *	
TV HOUSEHOLDS USING TV																
(See Def. 1)																
WK. 1																
WK. 2																

For explanation of symbols, See page A.

EVE. FRI. MAY 20, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 14, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,740 17.7				19,660 23.6				17,740 21.3			
	ABC TV					T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,500 13.8	13.0*		14.7*	14,990 18.0	16.7*		19.2*	13,330 16.0	15.9*		16.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 12.4	25 *		27 *	31 16.1	29 *		33 *	30 16.0	29 *		31 *
E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,830 13.0				18,740 22.5							
	CBS TV					WIZARDS & WARRIORS (OP)				CBS SAT. NIGHT MOVIE MISSING PIECES							
	AVERAGE AUDIENCE (Households (000) & %)					6,910 8.3	8.4*		8.3*	11,580 13.9	12.9*		13.7*		14.5*		14.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 8.7	16 *		15 *	25 12.5	22 *		24 *		27 *		27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,580 17.5		12,910 15.5		10,660 12.8		7,080 8.5		8,830 10.6			
	NBC TV					DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(OP)		MAMA'S FAMILY (R)		TEACHERS ONLY (OP)		MONITOR			
	AVERAGE AUDIENCE (Households (000) & %)					11,830 14.2		11,580 13.9		8,910 10.7		6,330 7.6		5,830 7.0			6.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 12.8		25 13.4		19 10.3		13 7.6		13 7.5		13 *	12 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,410 16.1				24,490 29.4							
	ABC TV					T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					10,330 12.4	11.4*		13.4*	15,910 19.1	16.6*		19.1*		20.3*		20.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 10.8	23 *		26 *	35 16.1	31 *		34 *		37 *		38 *
E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,160 15.8				19,490 23.4							
	CBS TV					DISNEY-GREATEST VILLAINS (OP)				CBS SAT. NIGHT MOVIE BACK ROADS							
	AVERAGE AUDIENCE (Households (000) & %)					8,750 10.5	10.3*		10.7*	12,580 15.1	12.6*		14.7*		16.4*		16.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 10.5	21 *		20 *	28 12.2	23 *		27 *		30 *		32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,660 18.8				11,330 13.6		7,580 9.1		7,080 8.5			
	NBC TV					DIFF'RENT STROKES-SAT. (R)(OP)				MAMA'S FAMILY (R)		TEACHERS ONLY (R)		MONITOR			
	AVERAGE AUDIENCE (Households (000) & %)					10,910 13.1	12.2*		14.0*	10,000 12.0		6,410 7.7		4,830 5.8		5.6*	6.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 11.6	25 *		27 *	22 11.9		14 7.7		11 5.8		10 *	11 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	46.1	47.4	48.0	48.4	50.9	53.6	54.4	55.4	56.7	58.5	58.3	57.4	54.9	54.2	53.4
		WK. 2	43.6	44.9	44.7	46.0	48.5	50.4	51.8	52.8	53.7	55.1	55.2	55.7	54.8	54.4	54.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. MAY 21, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,080
(Households (000) & %) 6.1

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 5,160
(Households (000) & %) 6.2
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 6.2

W

E

E

K

1

TOTAL AUDIENCE {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,500
12.6

SATURDAY NIGHT
(11:30-12:51PM)
(SUSTAINING 12:51-1:00AM)

6,160

7.4

8.1*

7.3*

6.4*

21

20 *

21 *

21 *

7.9

8.4

7.5

7.1

6.7

5.7

TOTAL AUDIENCE { 5,000
(Households (000) & %) 6.0

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 4,660
(Households (000) & %) 5.6
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.6

W

E

E

K

2

TOTAL AUDIENCE {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,080
13.3

SATURDAY NIGHT
(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

6,160

7.4

8.5*

7.1*

6.3*

21

21 *

21 *

21 *

8.4

8.5

7.5

6.6

6.3

6.4

TV HOUSEHOLDS USING TV WK. 1	48.5	45.7	41.0	38.5	35.9	34.2	32.0	28.5	24.2	22.2	20.2	17.3	14.9	12.8	11.1	9.9
(See Def. 1) WK. 2	48.5	44.9	41.0	38.2	35.0	32.7	30.2	27.3	24.2	22.0	19.1	16.2	14.1	13.0	11.3	10.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. MAY 21, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		13,580 16.3		18,080 21.7		20,490 24.6										
	ABC TV		{		9,660 11.6		12,990 15.6		13,240 15.9		15.6* 24 *		16.1* 25 *		16.0* 27 *		15.8* 28		
	AVERAGE AUDIENCE (Households (000) & %)		{		11.6 21		15.6 26		15.9 26		15.6* 24 *		16.1* 25 *		16.0* 27 *		15.8* 28		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		10.3 11.4		14.9 15.5		15.4 16.4		15.2 16.1		16.2 16.0		16.2 15.9		15.8 15.8		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		19,580 23.5		12,000 14.4		13,990 16.8		16,160 19.4		16,740 20.1		17,490 21.0				
	CBS TV		{		14,740 17.7		10,160 12.2		11,750 14.1		14,160 17.0		15,080 18.1		13,740 16.5		16.5* 28 *		
	AVERAGE AUDIENCE (Households (000) & %)		{		16.9* 32		18.4* 32 *		18.6* 30 *		19.1* 30 *		19.1* 28 *		19.1* 32 *		16.5* 29 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		17.3 16.3		18.8 11.9		14.3 13.1		17.4 16.0		17.1 17.1		18.5 16.5		16.4 16.7		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		10,250 12.3		26,740 32.1												
	NBC TV		{		7,330 8.8		15,330 18.4		18.6* 30 *		19.1* 30 *		19.1* 29 *		19.1* 32 *		18.8* 33 *		
	AVERAGE AUDIENCE (Households (000) & %)		{		7.9* 16		9.7* 17 *		18.6* 30 *		19.1* 30 *		19.1* 29 *		19.1* 32 *		18.8* 33 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		8.1 7.7		10.0 10.0		19.1 18.1		19.0 19.3		19.1 19.1		19.0 19.1		19.5 18.1		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		13,660 16.4		22,160 26.6		23,820 28.6										
	ABC TV		{		9,250 11.1		17,240 20.7		13,990 16.8		17.7* 28 *		16.6* 26 *		16.9* 28 *		16.2* 29 *		
	AVERAGE AUDIENCE (Households (000) & %)		{		10.2* 22		12.0* 23 *		21.5* 37 *		17.7* 28 *		16.6* 26 *		16.9* 28 *		16.2* 29 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		21 9.5		23 12.4		37 21.9		28 18.3		26 16.6		28 17.3		29 16.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		20,240 24.3		13,240 15.9		11,660 14.0		17,990 21.6		19,490 23.4		19,660 23.6				
	CBS TV		{		15,410 18.5		11,160 13.4		10,330 12.4		15,330 18.4		17,490 21.0		15,160 18.2		18.8* 33 *		
	AVERAGE AUDIENCE (Households (000) & %)		{		17.6* 37		19.4* 37 *		12.7* 21		17.7* 30		16.6* 33		17.7* 32		18.8* 33 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		18.2 16.9		19.5 13.6		12.6 12.2		20.1 16.7		20.2 20.2		21.7 17.8		19.2 19.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		8,250 9.9		13,080 15.7		20,240 24.3										
	NBC TV		{		5,330 6.4		9,500 11.4		12,330 14.8		14.2* 25		15.1* 24 *		15.5* 26 *		14.6* 26 *		
	AVERAGE AUDIENCE (Households (000) & %)		{		5.9* 13		6.8* 13 *		12.7* 22 *		14.2* 25		15.1* 24 *		15.5* 26 *		14.6* 26 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		6.0 5.8		7.2 9.4		13.1 12.3		14.4 14.0		15.0 15.2		15.5 15.5		14.8 14.3		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	53.4	55.1	56.2	57.2	58.2	59.9	61.0	62.7	64.3	65.0	64.4	65.1	61.0	59.2	58.2	56.1
			WK. 2	48.1	49.8	51.6	52.8	55.1	56.9	57.9	59.8	61.3	63.2	62.9	62.9	59.9	58.6	56.6	55.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. MAY 22, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 15, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,250 5.1																
	ABC TV		ABC WEEKEND REPORT- SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 4.9																
	SHARE OF AUDIENCE	%	11																
	AVG. AUD. BY ¼ HR.	%	4.9																
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,500 5.4		3,330 4.0														
	CBS TV		CBS SUNDAY NEWS- OSGOOD		(1)														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,330 5.2		3,330 4.0														
	SHARE OF AUDIENCE	%	12		12														
	AVG. AUD. BY ¼ HR.	%	5.4	4.6	4.1	3.7													
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			2,000 2.4														
	NBC TV				NBC LATE NIGHT MOVIE THIEF OF BAGHDAD (11:30-12:36AM) (SUSTAINING 12:36-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{			1,170 1.4														
	SHARE OF AUDIENCE	%			5	1.7*				1.3*									
	AVG. AUD. BY ¼ HR.	%			1.7	1.7			1.3	1.2	1.2								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,410 5.3																
	ABC TV		ABC WEEKEND REPORT- SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,250 5.1																
	SHARE OF AUDIENCE	%	11																
	AVG. AUD. BY ¼ HR.	%	5.1																
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,830 7.0																
	CBS TV		CBS SUNDAY NEWS- OSGOOD																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,660 6.8																
	SHARE OF AUDIENCE	%	14																
	AVG. AUD. BY ¼ HR.	%	6.8																
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			1,920 2.3														
	NBC TV				NBC LATE NIGHT MOVIE DAMIEN OMEN 2 (R) (11:30-12:35AM) (SUSTAINING 12:35-1:30AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{			1,250 1.5														
	SHARE OF AUDIENCE	%			5	1.5*				1.6*									
	AVG. AUD. BY ¼ HR.	%			1.6	1.5			1.7	1.5	1.4								
TV HOUSEHOLDS USING TV			WK. 1	47.1	41.2	33.5	29.9	26.5	22.8	20.1	18.5	16.1	13.7	11.1	9.7	8.3	7.5	6.4	5.6
(See Def. 1)			WK. 2	49.9	43.5	34.6	30.0	26.0	23.5	21.2	19.4	17.8	15.6	13.7	11.8	10.0	8.9	7.8	7.0

U.S. TV Households: 83,300,000

(1) COLONIAL GOLF HILLITES, CBS, (11:34-11:48PM)(S)

For explanation of symbols, See page A.

EVE.SUN. MAY 22, 1983

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 9-13, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		5,660 6.8		5,500 6.6											
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)		4,580 5.5		4,580 5.5											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		28 5.5		27 5.6		5.4									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		3,920 4.7		3,580 4.3				4,500 5.4				3,920 4.7			
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID				CHILD'S PLAY			
	AVERAGE AUDIENCE (Households (000) & %)		3,250 3.9		2,830 3.4				3,830 4.6				3,420 4.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		20 4.0		17 3.5		3.9		23 4.4		4.7		21 4.0			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		3,920 4.7		4,080 4.9				2,670 3.2				3,330 4.0			
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				FACTS OF LIFE M-F				SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)		3,080 3.7		3,250 3.9				2,250 2.7				2,750 3.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		19 3.7		19 4.0		3.6		14 2.5		2.8		17 3.2			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		5,910 7.1		6,000 7.2											
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)		4,660 5.6		5,080 6.1											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		28 5.6		29 6.2		5.6									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		4,000 4.8		3,500 4.2				4,330 5.2				3,580 4.3			
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID				CHILD'S PLAY			
	AVERAGE AUDIENCE (Households (000) & %)		3,080 3.7		2,830 3.4				3,580 4.3				3,080 3.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		18 3.6		16 3.4		3.8		20 4.2		4.4		18 3.5			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		3,920 4.7		4,000 4.8				2,750 3.3				3,420 4.1			
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				FACTS OF LIFE M-F				SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)		3,080 3.7		3,250 3.9				2,330 2.8				2,920 3.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		18 3.7		19 4.0		3.8		13 2.6		2.9		17 3.4			
TV HOUSEHOLDS USING TV WK. 1																
(See Def. 1) WK. 2																
11.5	14.2	16.4	18.0	18.8	20.2	20.8	20.0	19.9	20.0	19.6	19.8	19.4	19.8	19.6	20.0	
11.8	14.5	16.5	17.8	18.8	20.1	20.5	20.5	20.7	20.9	20.7	20.9	20.7	21.4	20.9	21.0	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 16-20, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 9-13, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 4,660 5.6		{ 5,080 6.1		{ 5,000 6.0		{ 8,910 10.7		{ 8,000 9.6							
	ABC TV		← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN (OP) →		← ONE LIFE TO LIVE →					
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,330 4.0		{ 4,250 5.1		{ 4,080 4.9		{ 6,910 8.3		{ 6,000 7.2		{ 7.2* 28 *		{ 7.3* 30 *			
	SHARE OF AUDIENCE %		{ 19 18 *		{ 20* 23		{ 21 23		{ 31 29 *		{ 32* 29		{ 28* 28 *		{ 30* 30 *			
	AVG. AUD. BY ¼ HR.		{ 3.5 3.9		{ 4.3 4.4		{ 4.9 5.4		{ 4.8 5.0		{ 7.5 8.4		{ 8.8 8.5		{ 7.2 7.1			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 5,910 7.1		{ 7,500 9.0		{ 8,500 10.2		{ 7,500 9.0		{ 4,500 5.4							
	CBS TV		← PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP) →										← YOUNG AND THE RESTLESS →		← AS THE WORLD TURNS →		CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,000 6.0		{ 6,500 7.8		{ 6,250 7.5		{ 7.3* 33 *		{ 5,830 7.0		{ 6.9* 25 *		{ 7.2* 28 *			
	SHARE OF AUDIENCE %		{ 29 29		{ 37 37		{ 32 33 *		{ 32* 26		{ 25* 25 *		{ 28* 28 *		{ 20 20			
	AVG. AUD. BY ¼ HR.		{ 5.7 6.3		{ 7.5 8.1		{ 7.1 7.5		{ 7.7 7.9		{ 7.0 7.0		{ 6.9 7.2		{ 7.1 4.8			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 5,250 6.3		{ 3,170 3.8		{ 1,830 2.2		{ 2,250 2.7		{ 6,330 7.6		{ 5,250 6.3					
	NBC TV		← WHEEL OF FORTUNE →												DREAM HOUSE		NEW BATTLESTARS	
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,330 5.2		{ 2,750 3.3		{ 1,580 1.9		{ 1,830 2.2		{ 4,750 5.7		{ 3,920 4.7		{ 4.9* 19 *			
	SHARE OF AUDIENCE %		{ 25 25		{ 16 16		{ 8 8		{ 9 9		{ 5.3* 20 *		{ 6.1* 22 *		{ 4.9* 19 *			
	AVG. AUD. BY ¼ HR.		{ 5.2 5.3		{ 3.1 3.4		{ 1.8 1.9		{ 2.1 2.3		{ 5.0 5.5		{ 6.0 6.2		{ 4.9 4.8			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 5,500 6.6		{ 5,250 6.3		{ 5,080 6.1		{ 9,580 11.5		{ 9,080 10.9							
	ABC TV		← LOVE BOAT DAYTIME →										FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN (OP) →	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,920 4.7		{ 4,410 5.3		{ 4,250 5.1		{ 7,410 8.9		{ 6,660 8.0		{ 7.9* 29 *					
	SHARE OF AUDIENCE %		{ 22 22		{ 23* 23 *		{ 22 22		{ 31 30 *		{ 32* 32 *		{ 29* 29 *					
	AVG. AUD. BY ¼ HR.		{ 4.2 4.5		{ 4.9 5.1		{ 5.1 5.5		{ 5.1 5.1		{ 7.9 8.8		{ 9.3 9.4					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 5,660 6.8		{ 7,160 8.6		{ 9,080 10.9		{ 8,080 9.7		{ 5,000 6.0							
	CBS TV		← PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP) →										← YOUNG AND THE RESTLESS →		← AS THE WORLD TURNS →		CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,830 5.8		{ 6,000 7.2		{ 6,660 8.0		{ 7.8* 33 *		{ 6,410 7.7		{ 7.6* 26 *					
	SHARE OF AUDIENCE %		{ 27 27		{ 33 33		{ 32 33 *		{ 32* 27		{ 26* 26 *		{ 28* 28 *					
	AVG. AUD. BY ¼ HR.		{ 5.5 6.1		{ 7.0 7.5		{ 7.6 8.0		{ 8.2 8.3		{ 7.6 7.6		{ 7.9 7.7					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 5,410 6.5		{ 3,420 4.1		{ 2,420 2.9		{ 2,670 3.2		{ 5,910 7.1		{ 5,910 7.1					
	NBC TV		← WHEEL OF FORTUNE →												DREAM HOUSE		NEW BATTLESTARS	
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,580 5.5		{ 3,000 3.6		{ 2,080 2.5		{ 2,000 2.4		{ 4,410 5.3		{ 4,250 5.1					
	SHARE OF AUDIENCE %		{ 26 26		{ 17 17		{ 10 10		{ 10 10		{ 18 18 *		{ 19* 19 *					
	AVG. AUD. BY ¼ HR.		{ 5.5 5.6		{ 3.6 3.7		{ 2.5 2.6		{ 2.4 2.5		{ 4.7 5.2		{ 5.6 5.6					
TV HOUSEHOLDS USING TV (See Def. 1)																		
WK. 1		20.1	20.7	20.9	21.9	23.0	24.2	23.9	24.7	25.6	26.9	26.7	26.6	25.6	25.9	24.6	25.3	
WK. 2		21.1	21.7	21.7	22.8	24.1	25.7	25.1	25.7	26.8	28.1	28.2	28.7	27.6	27.4	26.7	27.3	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 16-20, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 9-13, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,410 12.5				3,580 4.3										8,910 10.7	
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,250 9.9	9.5*		10.2*	3,080 3.7										7,660 9.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 36 9.1	36* 9.9		35* 10.3	13 10.2		3.5								19 9.0	9.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,080 8.5				2,580 3.1										11,580 13.9	
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,660 6.8	6.6*		7.0*	2,080 2.5										10,000 12.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 24 6.4	25* 6.8		24* 7.0	9 2.4		2.6								25 11.7	12.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,000 3.6														9,500 11.4	
	NBC TV	FANTASY														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,000 2.4	2.2*		2.5*											8,250 9.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 9 2.2	8* 2.3		9* 2.5											20 9.8	10.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 11,410 13.7				3,420 4.1										9,250 11.1	
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,000 10.8	10.4*		11.2*	3,000 3.6										8,000 9.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 36 10.0	36* 10.9		36* 11.2	11 3.6		3.5								19 9.5	9.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,330 8.8				2,830 3.4										11,750 14.1	
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,830 7.0	6.8*		7.3*	2,330 2.8										10,160 12.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 23 6.7	24* 7.0		23* 7.2	9 2.7		3.0								24 12.1	12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,750 4.5														9,410 11.3	
	NBC TV	FANTASY														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,500 3.0	2.9*		3.1*											8,080 9.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 10 2.9	10* 2.9		10* 3.1											19 9.5	9.9
TV HOUSEHOLDS USING TV		WK. 1	26.4	27.9	29.1	30.1	28.5	29.7	30.9	32.5	34.4	36.4	38.0	40.5	43.8	46.0	47.1
(See Def. 1)		WK. 2	28.7	30.5	31.6	32.6	31.4	33.2	33.9	35.5	36.9	38.8	40.8	43.0	45.2	47.4	48.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 16-20, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,920 4.7		4,910 5.9		5,750 6.9		5,660 6.8		5,330 6.4		5,830 7.0	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,000 3.6		3,920 4.7		4,910 5.9		5,080 6.1		4,500 5.4		4,910 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 3.2	4.0	24 4.5	4.8	26 5.9	5.9	26 6.0	6.2	23 5.4	5.5	24 5.8	5.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,330 2.8				2,420 2.9		3,170 3.8		3,250 3.9		3,750 4.5		4,910 5.9		5,580 6.7	
	CBS TV		CAPTAIN KANGAROO-SAT →				POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,170 1.4				1,750 2.1		2,330 2.8		2,670 3.2		3,000 3.6		4,000 4.8		4,500 5.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 .9	1.0*		1.7*	14 2.0	2.2	15 2.6	3.0	14 3.1	3.3	15 3.3	3.8	20 4.5	5.1	22 5.5	5.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,080 3.7		5,410 6.5		7,080 8.5		7,410 8.9		6,830 8.2		5,830 7.0	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,330 2.8		4,500 5.4		6,080 7.3		6,330 7.6		6,160 7.4		4,910 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					19 2.3	3.3	28 4.9	5.8	32 6.9	7.7	32 7.6	7.6	31 7.5	7.4	24 5.7	6.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,920 4.7		4,080 4.9		5,410 6.5		6,250 7.5		6,000 7.2		6,500 7.8	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,000 3.6		3,330 4.0		4,410 5.3		5,160 6.2		4,910 5.9		5,580 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 3.4	3.8	23 3.7	4.3	25 5.1	5.6	27 5.8	6.6	25 5.8	6.0	27 6.6	6.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,920 2.3				1,830 2.2		3,000 3.6		3,250 3.9		3,920 4.7		4,580 5.5		4,660 5.6	
	CBS TV		CAPTAIN KANGAROO-SAT →				POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	920 1.1				1,330 1.6		2,420 2.9		2,670 3.2		3,080 3.7		4,000 4.8		4,000 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 .6	.8*		1.5*	12 1.5	1.7	16 2.7	3.2	15 3.0	3.3	16 3.7	3.8	20 4.7	4.8	20 4.8	4.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,920 3.5		4,910 5.9		6,830 8.2		7,500 9.0		6,580 7.9		4,750 5.7	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,170 2.6		4,000 4.8		5,580 6.7		6,160 7.4		5,750 6.9		3,920 4.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					19 2.1	3.1	27 4.4	5.2	32 6.4	7.0	32 7.6	7.2	29 7.2	6.5	19 4.7	4.8
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1 7.7	9.2	10.9	13.0	15.1	17.8	19.5	21.0	22.2	23.5	23.0	23.9	23.8	24.7	24.5	25.0
			WK. 2 7.0	8.6	10.6	12.8	14.4	16.3	17.9	20.0	21.4	22.8	23.6	24.1	24.3	24.0	24.2	24.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,000 6.0		{ 4,660 5.6		{ 4,910 5.9		{ 5,000 6.0		← AMERICAN BANDSTAND '83 →								
	ABC TV	MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS SECRET WORLD OF OG-PT. 3												
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,170 5.0		{ 4,000 4.8		{ 4,080 4.9		{ 3,080 3.7		{ 3.6*		{ 3.8*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 20 5.1		{ 19 4.4		{ 19 4.9		{ 15 3.6		{ 14 *		{ 15 *						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,500 6.6		{ 5,500 6.6		{ 3,750 4.5		{ 4,000 4.8		{ 3,750 4.5		{ 2,750 3.3		{ 11,580 13.9				
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. PADDLE TO THE SEA		NBA PLAYOFF GAME-SAT PHILADELPHIA VS MILWAUKEE (2:30-5:06PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,170 5.0		{ 4,170 5.0		{ 2,920 3.5		{ 3,250 3.9		{ 3,170 3.8		{ 2,330 2.8		{ 5,080 6.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 20 5.1		{ 20 5.1		{ 14 3.3		{ 16 3.8		{ 15 3.7		{ 11 2.9		{ 19 4.2		{ 17 * 5.1		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,000 6.0		{ 4,660 5.6		{ 3,080 3.7		{ 2,420 2.9		{ 3,420 4.1		{ 13,580 16.3						
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		THUNDARR		FLASH GORDON		(1) (-OP)		NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS NEW YORK YANKEES & MONTREAL VS ST LOUIS MULTI-SEGMENT TELECAST (OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,330 5.2		{ 4,170 5.0		{ 2,670 3.2		{ 2,000 2.4		{ 3,170 3.8		{ 4,910 5.9		{ 5.4*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 21 5.0		{ 20 4.9		{ 13 3.2		{ 10 2.4		{ 15 3.8		{ 20 4.5		{ 20 * 5.5		{ 23 * 6.2		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 4,660 5.6		{ 3,920 4.7		{ 3,920 4.7		{ 6,080 7.3		← AMERICAN BANDSTAND '83 →						{ 6,580 7.9		
	ABC TV	MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS LITTLE LULU										PRO BOWLERS SPRING TOUR (2:30-4:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,920 4.7		{ 3,420 4.1		{ 3,330 4.0		{ 3,670 4.4		{ 4.2*		{ 4.6*		{ 3,500 4.2				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 19 4.7		{ 16 3.9		{ 15 3.7		{ 17 4.1		{ 16 *		{ 17 *		{ 14 3.9				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 5,330 6.4		{ 6,000 7.2		{ 4,660 5.6		{ 4,170 5.0		{ 3,500 4.2		{ 2,330 2.8						
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. THE UNICORN						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,250 5.1		{ 5,000 6.0		{ 3,750 4.5		{ 3,250 3.9		{ 2,750 3.3		{ 1,920 2.3						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 21 5.1		{ 24 6.0		{ 17 4.7		{ 14 4.1		{ 13 3.3		{ 9 2.4		{ 2.2				
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,580 5.5		{ 4,410 5.3		{ 2,670 3.2		{ 2,830 3.4								{ 4,580 5.5		
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		THUNDARR		FLASH GORDON								(2) (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,170 5.0		{ 3,750 4.5		{ 2,330 2.8		{ 2,250 2.7		{ 2.7		{ 2.7		{ 4,580 4.9				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 20 5.0		{ 18 4.5		{ 11 2.7		{ 10 2.7		{ 10 2.7		{ 16 2.7		{ 16 4.9				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.4	24.4	24.3	24.9	25.0	25.5	25.1	25.6	26.0	25.8	26.1	26.1	26.7	27.6	27.8	28.5
		WK. 2	23.7	24.6	25.0	26.1	25.1	25.9	26.6	26.4	25.7	26.4	25.7	26.3	26.6	27.1	27.4	27.4

U.S. TV Households: 83,300,000

(1) NBC SPORTS-30 ROCK, NBC, (1:00-1:18PM)

A-29 CITY & SAN DIEGO VS PHILADELPHIA, NBC, (2:18-5:22PM)

(2) NBC MAJOR LEAGUE BASEBALL, CHICAGO VS KANSAS

For explanation of symbols, See page A.

DAY SAT. MAY 21, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	3,250 3.9			12,410 14.9					
	ABC TV																	SPORTSBEAT		ABC WIDE WORLD-SPORTS SAT						
	AVERAGE AUDIENCE (Households (000) & %)																	2,000 2.4			4,830 5.8	4.8*			6.5*	5.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	7 2.5	2.2	14 4.5	14* 5.1	5.9	17* 7.1	6.6	14* 5.7	13 6.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																			6,750 8.1					9,660 11.6	
	CBS TV																	NBA PLAYOFF GAME-SAT. PHILADELPHIA VS MILWAUKEE (2:30-5:06PM) (-OP)		COLONIAL GOLF-SAT (5:06-6:00PM) (OP)		CBS SAT. NEWS-SCHIEFFER				
	AVERAGE AUDIENCE (Households (000) & %)																			4,500 5.4	5.1*			5.6*	8,250 9.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.9	6.1* 21*	5.9	5.8* 18*	6.3	6.4* 19*	7.1	7.5	15 5.3	15* 5.1	5.3	15* 5.8			23 9.9	10.0									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	11,410 13.7						4,660 5.6		
	NBC TV																	NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS N.Y. YANKEES MONTREAL VS ST LOUIS MULTI-SEGMENT TELECAST (-OP)		NBC MAJOR LEAGUE GAME-2 LOS ANGELES VS SAN DIEGO SEATTLE VS OAKLAND MULTI-SEGMENT TELECAST (OP)		NBC NIGHTLY NEWS-SAT. (6:37-7:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)																	5,410 6.5						4,170 5.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.8	5.9* 20*	6.1	6.1* 19*	6.2	6.5 18	4.3	4.2	6.4 18*	6.4* 18*	6.8	6.8* 18*			7.5* 19*	5.2 4.9									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	13,490 16.2			14,830 17.8					
	ABC TV																	PRO BOWLERS SPRING TOUR (2:30-4:00PM)		(1)		PREAKNESS STAKES (5:00-6:05PM) (-OP)		(1) (OP)		
	AVERAGE AUDIENCE (Households (000) & %)																	5,580 6.7				10,080 12.1	10.4*			8.3* 21*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.8	4.1* 14*	4.7	4.8* 15*	5.0	5.2* 16*	6.3	7.7	33 9.5	33 11.2	29* 14.1	37* 13.7			21* 7.9										
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	4,250 5.1			6,910 8.3					8,000 9.6
	CBS TV																	NCAA SPECIAL		ATLANTA GOLF CLASSIC-SAT		CBS SAT. NEWS-SCHIEFFER				
	AVERAGE AUDIENCE (Households (000) & %)																	2,420 2.9	2.9*			3,250 3.9	4.3*			6,750 8.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	9 2.9	10* 2.8	9* 3.0	11 3.4	10* 3.7	12* 4.3	10* 3.6	19 7.8	8.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																							6,250 7.5		
	NBC TV																	NBC MAJOR LEAGUE BASEBALL CHICAGO VS KANSAS CITY SAN DIEGO VS PHILADELPHIA (2:18-5:22PM)				NBC NIGHTLY NEWS-SAT.				
	AVERAGE AUDIENCE (Households (000) & %)																							5,000 6.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.0	5.8* 20*	5.1	5.0* 17*	4.8	4.7* 15*	3.9	4.2	4.7 13*	4.7* 13*	4.6			14 5.9	6.2										
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	29.5	30.5	30.7	30.9	31.7	32.9	33.5	34.7	35.0	35.7	37.0	39.2	42.2	43.3	44.8									
		WK. 2	27.8	29.5	29.6	31.3	32.1	34.1	34.9	36.7	37.1	37.8	39.3	40.2	41.0	42.2	43.0									

U.S. TV Households: 83,300,000

(1) ABC WIDE WORLD-SPORTS SAT, ABC, (4:00-5:00)(6:05-6:30PM)

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{																
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)		{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																
	TOTAL AUDIENCE (Households (000) & %)		{																
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)		{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																
	TOTAL AUDIENCE (Households (000) & %)		{																
	NBC TV																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{																
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)		{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																
	TOTAL AUDIENCE (Households (000) & %)		{																
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)		{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																
	TOTAL AUDIENCE (Households (000) & %)		{																
	NBC TV																		

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	5.4	6.5	7.9	9.5	10.6	12.3	14.7	16.4	17.4	19.9	21.1	22.2	23.8	25.3	26.0	26.4
	WK. 2	5.5	6.3	7.4	8.6	9.9	11.9	13.7	16.0	18.1	20.1	21.0	22.6	23.6	24.0	23.7	24.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			3,670 4.4						12,000 14.4							
	ABC TV			THIS WEEK-DAVID BRINKLEY				DIRECTIONS (SUS)						USFL FOOTBALL CHICAGO VS PHILADELPHIA (1:30-4:56PM)			
	AVERAGE AUDIENCE (Households (000) & %)			2,330 2.8		2.3*		3.3*		3,920 4.7		4.2*		4.7*		4.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			10 2.3		9 *		12 *		13 4.1		13 *		14 *		13 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			2,580 3.1				15,330 18.4									
	CBS TV			FACE THE NATION										NBA PLAYOFF GAME-1 PHILADELPHIA VS MILWAUKEE LOS ANGELES VS SAN ANTONIO (1:00-3:32PM)			
	AVERAGE AUDIENCE (Households (000) & %)			2,080 2.5				8,160 9.8		7.6*		9.7*		9.4*		10.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			10 2.8		2.3		29 6.8		24 *		30 *		28 *		30 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					3,670 4.4											
	NBC TV					MEET THE PRESS											
	AVERAGE AUDIENCE (Households (000) & %)					2,830 3.4											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					12 3.6		3.2									
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			3,670 4.4						13,080 15.7							
	ABC TV			THIS WEEK-DAVID BRINKLEY				DIRECTIONS (SUS)						USFL FOOTBALL CHICAGO VS NEW JERSEY LOS ANGELES VS DENVER (1:30-5:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)			2,080 2.5		2.2*		2.7*		4,500 5.4		4.3*		5.5*		6.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			9 2.2		8 *		10 *		15 3.9		13 *		16 *		17 *	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			3,080 3.7				11,750 14.1									
	CBS TV			FACE THE NATION										ATLANTA GOLF CLASSIC-SUN (1:00-3:54PM)			
	AVERAGE AUDIENCE (Households (000) & %)			2,500 3.0				4,580 5.5		4.3*		5.0*		4.9*		5.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			11 3.1		2.8		16 4.1		15 *		16 *		14 *		15 *	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					4,000 4.8											
	NBC TV					MEET THE PRESS											
	AVERAGE AUDIENCE (Households (000) & %)					3,170 3.8											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 3.8		3.8									

TV HOUSEHOLDS USING TV	WK 1	26.7	27.2	26.9	27.3	28.0	29.2	30.2	30.9	31.2	32.4	32.8	32.9	33.1	33.8	34.7	35.8
(See Def. 1)	WK 2	26.6	27.5	27.9	28.3	27.2	27.5	28.2	29.3	29.0	30.3	32.1	33.4	33.9	34.6	34.9	35.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)													7,580 9.1			6,500 7.8	
	ABC TV	USFL FOOTBALL CHICAGO VS PHILADELPHIA (1:30-4:56PM) (OP)												AMERICAN SPORTSMAN (4:58-8:00PM) (OP)		ABC WORLD NEWS TONIGHT-SUN		
	AVERAGE AUDIENCE (Households (000) & %)													4,080			5,330	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4.3	3.5	5.0	5.1	5.0	4.8	5.3	4.1	4.8	4.8	5.1	5.0				6.4 13 5.8	6.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	16,490 19.8																
	CBS TV	(1) (OP)												COLONIAL GOLF-SUN (3:32-7:04PM) (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	5,160																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	11.4	11.7	6.3	5.5	5.3	5.1	5.0	4.7	4.7	5.1	5.9	6.5	7.8	7.5	7.6	17 *	8.4
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	5,750 6.9												11,660 14.0				8,330 10.0
	NBC TV	NBC SPORTS-RINGSIDE-SUN.												SPORTSWORLD		NBC NIGHTLY NEWS-SUN		
	AVERAGE AUDIENCE (Households (000) & %)	3,250												6,410		6,830		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	3.4	3.6	4.1	4.5	5.8	6.6	6.5	7.9	9.4	10.1	8.6	6.7				8.2 17 8.3	8.0
WEEK 4	TOTAL AUDIENCE (Households (000) & %)													8,580 10.3		7,750 9.3		
	ABC TV	USFL FOOTBALL CHICAGO VS NEW JERSEY LOS ANGELES VS DENVER (1:30-5:00PM)												AMERICAN SPORTSMAN		INDY 500 TIME TRIALS		
	AVERAGE AUDIENCE (Households (000) & %)													4,830		4,830		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	5.7	4.8	4.9	5.3	5.3	5.4	5.7	6.1	5.2	5.7	6.2	6.1	5.8	5.5	6.2	5.8	5.3*
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	17,740 21.3														8,250 9.9		
	CBS TV	ATLANTA GOLF CLASSIC-SUN (1:00-3:54PM) (OP)												NBA CHAMPIONSHIP GAME 1 LOS ANGELES VS PHILADELPHIA (3:54-8:15PM) (OP)		CBS EVENING NEWS-DEAN		
	AVERAGE AUDIENCE (Households (000) & %)	8,330														5,660		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	6.0	6.6	8.1	8.3	8.6	8.2	8.6	8.7	9.3	10.1	11.2	12.4	13.6				6.8 15 8.9
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	6,500 7.8												10,750 12.9				8,160 9.8
	NBC TV	NBC SPORTS-RINGSIDE-SUN.												SPORTSWORLD		NBC NIGHTLY NEWS-SUN		
	AVERAGE AUDIENCE (Households (000) & %)	3,920												5,330		7,160		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4.0	4.9	5.0	5.0	5.5	5.8	6.7	6.8	7.1	6.7	6.5	5.9				8.6 19 8.8	8.3
TV HOUSEHOLDS USING TV		WK. 1	37.2	38.7	38.5	38.5	39.0	39.4	40.2	40.4	41.4	43.1	42.6	43.2	45.7	47.1	48.6	50.4
(See Def. 1)		WK. 2	36.1	35.7	36.2	36.4	36.1	36.8	38.0	39.1	39.5	40.6	42.2	44.5	45.3	45.4	45.2	46.1

U.S. TV Households: 83,300,000

(1) NBA PLAYOFF GAME-1, PHILADELPHIA VS MILWAUKEE & LOS ANGELES VS SAN ANTONIO, CBS, (1:00-3:32PM)

For explanation of symbols, See page A.

DAY SUN. MAY 22, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY	WK	TIME	QUARTER	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE-CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING TUESDAY																	
ABC JOANIE LOVES CHACHI	2	8.40- 9.10PM	+GRID 9.00								12,580 15.1	9,750 11.7	19		14.0		
ABC THREE'S COMPANY	2	9.10- 9.40PM	+GRID 9.30								16,580 19.9	13,660 16.4	26		18.8		
ABC 9 TO 5	2	9.40-10.10PM	+GRID 10.00								16,990 20.4	14,240 17.1	27		17.3		
ABC HART TO HART	2	10.10-11.10PM	+GRID 11.00								20,410 24.5	14,490 17.4	30		17.8		
CBS CBS TUESDAY NIGHT MOVIES	2	8.38-11.38PM	+GRID 11.00 11.15 11.30								22,410 26.9	10,500 12.6	21		14.2 14.0 15.0		
												14.1* 27*					
NBC ST. ELSEWHERE	2	10.30-11.30PM	+GRID 11.00 11.15								12,990 15.6	9,500 11.4	21		11.8 11.4		
												11.6* 22*					
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.32- 8.34PM	8.30	11,660 14.0		11,410 13.7	25	13.7			11,000 13.2	11,000 13.2	25	13.2			
	2	8.37- 8.38PM	8.30														
ABC ABC NEWSBRIEF-SAT.	1	9.58- 9.59PM	9.45	13,910 16.7		13,910 16.7	29	16.7									
	2	9.55- 9.56PM	9.45								15,330 18.4	15,330 18.4	33	18.4			
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	6,580 7.9		6,580 7.9	14	7.9			8,500 10.2	8,500 10.2	19	10.2			
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	9,160 11.0		9,160 11.0	20	11.0			7,660 9.2	7,660 9.2	17	9.2			
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	5,910 7.1		5,910 7.1	12	7.1									
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.32- 8.33PM	8.30	12,740 15.3		12,740 15.3	25	15.3			17,330 20.8	17,330 20.8	36	20.8			
	2	8.34- 8.35PM	8.30														
ABC ABC NEWSBRIEF-SUN.	1	9.57- 9.58PM	9.45	12,500 15.0		12,500 15.0	23	15.0			13,740 16.5	13,740 16.5	28	16.5			
	2	10.05-10.06PM	10.00														
CBS COLONIAL GOLF-SUN(S)	1	3.32- 7.06PM	+GRID 7.00 7.15	16,490 19.8		5,160 6.2	15										
								12.3 <<									
CBS 60 MINUTES	1	7.04- 8.04PM	+GRID 8.00	19,580 23.5		14,740 17.7	32										
								17.2									
CBS ARCHIE BUNKER'S PLACE	1	8.04- 8.34PM	+GRID 8.30	12,000 14.4		10,160 12.2	21										
								13.2									
CBS NEWHART	1	8.34- 9.04PM	+GRID 9.00	13,990 16.8		11,750 14.1	23										
								16.6									
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								9,750 11.7	9,750 11.7	20	11.7			
CBS JEFFERSONS	1	9.04- 9.34PM	+GRID 9.30	16,160 19.4		14,160 17.0	26										
								18.0									
CBS NEWSBREAK-SUN.	1	9.02- 9.03PM	9.00	12,410 14.9		12,410 14.9	23	14.9									
CBS ALICE	1	9.34-10.04PM	+GRID 10.00	16,740 20.1		15,080 18.1	28										
								19.1									

A-41 U.S. TV HOUSEHOLDS: 83,300,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
CBS NBA PLAYOFF GAME-FRI(S)-CONT'D			1.45						3.4*	20*	3.0	FRI.							
CBS NBA PLAYOFF GAME-TUE(S)	1	11.30- 2.00AM	11.30	7,910	9.5	3,580	4.3	20	6.2	TUE.									
			11.45						5.9*	17*	5.6	TUE.							
			12.00						4.8	TUE.									
			12.15						4.6*	18*	4.5	TUE.							
			12.30						4.0	TUE.									
			12.45						3.9*	21*	3.8	TUE.							
			1.00						3.6	TUE.									
			1.15						3.6*	24*	3.6	TUE.							
			1.30						3.7	TUE.									
			1.45						3.4*	28*	3.1	TUE.							
CBS NBA PLAYOFF GAME-WED(S)	2	11.30- 1.49AM	11.30									9,160	11.0	4,410	5.3	23	6.3	WED.	
			11.45														5.8	WED.	
			12.00														6.2	WED.	
			12.15														6.0*	22*	
			12.30														5.0	WED.	
			12.45														5.0*	26*	
			1.00														4.9	WED.	
			1.15														5.1	WED.	
			1.30														4.6	WED.	
			1.45														4.8	WED.	
CBS LATE MOVIE II			1.45														4.4	WED.	
			12.30	4,250	5.1	3,420	4.1	26	4.6	MWTH		4,170	5.0	3,170	3.8	25	4.9	MTUTH	
			12.45						4.4	MWTH							4.7	M & TH	
			1.00						4.1	MWTH							4.2	MTUTH	
			1.15						3.9*	27*							3.9	MTUTH	
			1.30						3.8	MWTH							3.0	TUE.	
			1.45						3.2	WED.							2.6	TUE.	
			2.00														2.6	TUE.	
CBS NBA PLAYOFF GAME POST-WED(S)	2	VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1	2	1.49- 2.00AM	1.45									1,830	2.2	1,920	2.3	21	2.3	WED.	
CBS CBS NEWS NIGHTWATCH-2		2.00- 2.30AM	2.00	1,500	1.8	1,250	1.5	17	1.7	M-THSU		1,580	1.9	1,330	1.6	17	1.7	MWTHSU	
			2.15						1.4	M-THSU							1.6	MWTHSU	
			2.30									2,500	3.0	1,000	1.2	26		M-THSU	
			2.45						1.3	M-THSU							1.5	M-THSU	
			3.00						1.2*	18*							1.5*	21*	
			3.15						1.3	M-THSU							1.4*	25*	
			3.30						1.1	M-THSU							1.5	M-THSU	
			3.45						1.1*	23*							1.4*	26*	
			4.00						1.1	M-THSU							1.2*	29*	
			4.15						1.0*	26*							1.2*	29*	
			4.30						.9	M-THSU							1.0	M-THSU	
			4.45						.8	M-THSU							1.0*	26*	
			5.30						.8	M-THSU							1.2	M-THSU	
			5.45						.8	M-THSU							1.2	M-THSU	
NBC NBC NEWS DIGEST-M-F			8.45	9,000	10.8	9,160	11.0	18	10.6	M-F		9,250	11.1	9,250	11.1	18	10.4	M-F	
CONT'D			9.00						11.2	WED.									

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS DIGEST-M-F-CONT'D			9.15															13.9	TUE.
NBC NBC NEWS DIGEST-2-M-F	1	9.58-	9.59PM	9.45	10,330	12.4	10,330	12.4	20	12.4	TU&TH								
	2	>		9.45															
NBC TONIGHT SHOW		>	11.30	9,410	11.3	5,660	6.8	22	8.2	M-F	9,580	11.5	6,080	7.3	24	8.9	M-F		
			11.45				7.8*	22*	7.3	M-F				8.6*	24*	8.2	MWTHF		
			12.00						6.5	M-F						7.2	M-F		
			12.15				5.9*	22*	5.3	M-F				6.7*	23*	6.2	M-F		
			12.30						3.4	MON.						6.6	TUE.		
			12.45											6.2*	28*	5.9	TUE.		
NBC DAVID LETTERMAN I		>	12.30	3,250	3.9	2,750	3.3	18	3.6	M-TH	3,830	4.6	3,080	3.7	20	3.9	M-TH		
			12.45						3.1	M-TH						3.4	MWTH		
			1.00						2.5	MON.						4.1	TUE.		
			1.15													3.6	TUE.		
NBC SCTV NETWORK		12.30-	2.00AM	12.30	5,500	6.6	2,750	3.3	15	4.9	FRI.	5,500	6.6	2,580	3.1	14	4.4	FRI.	
			12.45				4.5*	17*	4.2	FRI.				3.9*	15*	3.5	FRI.		
			1.00						3.1	FRI.						3.0	FRI.		
			1.15				2.9*	14*	2.8	FRI.				2.9*	14*	2.9	FRI.		
			1.30						2.5	FRI.						2.4	FRI.		
			1.45				2.3*	14*	2.2	FRI.				2.3*	14*	2.2	FRI.		
NBC DAVID LETTERMAN II		>	1.00	2,330	2.8	2,080	2.5	17	2.6	M-TH	2,750	3.3	2,420	2.9	20	3.1	M-TH		
NBC NBC NEWS OVERNIGHT-M-F		>	1.15						2.4	M-TH							2.5	MWTH	
			1.30						2.0	MON.							3.1	TUE.	
			1.45														2.8	TUE.	
			1.30	1,670	2.0	1,420	1.7	15	1.8	M-F	1,750	2.1	1,580	1.9	17	1.8	M-F		
			1.45				1.7*	15*	1.7	M-TH				1.8*	15*	1.8	MWTH		
			2.00						1.6	MWTHF						1.8	TU-F		
			2.15				1.5*	12*	1.5	MWTHF				2.1*	19*	2.3	TU-F		
			2.30						1.6	FRI.						2.3	TUE.		
VARIOUS TIMES (SUS)																			
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00-	6.15AM	6.00							M-F							M-F	
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15-	6.30AM	6.15							M-F							M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45-	7.00AM	6.45	1,830	2.2	1,670	2.0	16	2.0	M-F	1,750	2.1	1,670	2.0	17	2.0	M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57-	1.59PM	1.45	6,410	7.7	6,160	7.4	27	7.4	M-F	7,330	8.8	7,000	8.4	28	8.4	M-F	
CBS CBS EARLY MORNING NEWS		6.30-	7.00AM	6.30	1,330	1.6	1,000	1.2	14	1.0	M-F	1,330	1.6	1,000	1.2	14	1.1	M-F	
			6.45						1.3	M-F						1.4	M-F		
CBS NEWSBREAK-11.57		11.57-	11.59AM	11.45	5,660	6.8	5,410	6.5	30	6.5	M-F	5,000	6.0	4,830	5.8	26	5.8	M-F	
CBS NEWSBREAK-3.57		3.57-	3.59PM	3.45	5,250	6.3	4,830	5.8	20	5.8	M-F	4,830	5.8	4,580	5.5	17	5.5	M-F	
NBC EARLY TODAY M-F		6.30-	6.55AM	6.30	1,420	1.7	1,080	1.3	12	1.1	M-F	1,330	1.6	1,000	1.2	11	1.1	M-F	
			6.45						1.6	M-F						1.5	M-F		
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25-	8.29AM	8.15	3,580	4.3	3,000	3.6	23	3.6		3,580	4.3	2,750	3.3	22	3.3		
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-	10.59AM	10.45	5,080	6.1	4,410	5.3	22	5.3		6,000	7.2	5,330	6.4	26	6.4		
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-	11.59AM	11.45	5,330	6.4	4,330	5.2	20	5.2		4,250	5.1	3,500	4.2	16	4.2		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE				
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	%	%		
DAY SATURDAY-CONT'D																	
ABC PREAKNESS STAKES(S)	2	5.00- 6.05PM	→GRID 6.00								14,830	17.8	10,080	12.1	33	11.4	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,330	2.8	2,000	2.4	15	2.4		1,920	2.3	1,580	1.9	13	1.9	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,500	3.0	2,250	2.7	13	2.7		2,750	3.3	2,420	2.9	15	2.9	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,830	3.4	2,500	3.0	13	3.0		3,000	3.6	2,750	3.3	15	3.3	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,420	4.1	3,250	3.9	16	3.9		3,000	3.6	2,920	3.5	15	3.5	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,500	5.4	4,080	4.9	20	4.9		4,080	4.9	3,580	4.3	18	4.3	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	3,830	4.6	3,670	4.4	18	4.4		4,580	5.5	4,410	5.3	21	5.3	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,660	5.6	3,830	4.6	18	4.6		5,660	6.8	4,910	5.9	23	5.9	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,080	3.7	2,830	3.4	13	3.4		3,670	4.4	3,250	3.9	15	3.9	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,670	4.4	3,330	4.0	16	4.0		3,080	3.7	2,920	3.5	13	3.5	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,420	4.1	3,170	3.8	15	3.8		3,330	4.0	2,920	3.5	13	3.5	
CBS NBA PLAYOFF GAME-SAT.(S)	1	2.30- 5.06PM	→GRID 5.00	11,580	13.9	5,080	6.1	19	7.5								
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,670	4.4	3,500	4.2	26	4.2		3,170	3.8	3,080	3.7	25	3.7	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	5,330	6.4	5,160	6.2	31	6.2		4,410	5.3	4,250	5.1	27	5.1	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	5,660	6.8	5,500	6.6	27	6.6		4,750	5.7	4,580	5.5	23	5.5	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,250	6.3	5,080	6.1	25	6.1		4,500	5.4	4,250	5.1	21	5.1	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,330	5.2	4,250	5.1	20	5.1		3,920	4.7	3,670	4.4	17	4.4	
NBC NBC SPORTS-30 ROCK	1	1.00- 1.18PM	→GRID 1.15	3,420	4.1	3,170	3.8	15	3.7								
NBC NBC MAJOR LEAGUE BASEBALL	1	1.18- 4.35PM	→GRID 4.15 4.30 5.00	13,580	16.3	4,910	5.9 6.4*	20 19*	6.5 << <<								
NBC NBC SPORTS-30 ROCK	2	2.00- 2.18PM	→GRID 2.15								4,580	5.5	4,080	4.9	18	5.0	
NBC NBC MAJOR LEAGUE GAME-2	1	4.28- 6.28PM	→GRID	11,410	13.7	5,410	6.5	18									
DAY SUNDAY																	
ABC USFL FOOTBALL	1	1.30- 4.56PM	→GRID 4.45	12,000	14.4	3,920	4.7 5.4*	13 14*	5.5								
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														
CBS ATLANTA GOLF CLASSIC-SUN(S)	2	1.00- 3.54PM	→GRID 3.45								11,750	14.1	4,580	5.5 8.1*	16 22*	8.0	
CBS NBA PLAYOFF GAME-1	1	1.00- 3.32PM	→GRID 3.30	15,330	18.4	8,160	9.8	29	9.6								